

WMCA Membership Committee Meeting Minute
February 5, 2025 10:00 a.m.
Virtual Zoom Meeting

1. Call to Order and Attendance

- **Chair:** Craig Zeller called the meeting to order at 10:03 a.m.
 - **Attendees:** Craig Zeller, Andy Ryther, Susan Jaske, Rick Smith, Jeff Green, Patrick George, Zach Trepanier, Dan Johnson, Maddie Minik, and Neal Kedzie.
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1. Review of Previous Meeting Minutes

- The meeting began with the review of the previous meeting minutes.
- A motion to approve the minutes was made and passed.

2. Membership Dues and Status

- Reviewed the status of various companies' membership dues.
- Fleetworthy and BestPass are still processing their dues due to a merger.
- Zach agreed to contact Northland Insurance and Blaine Supply regarding their overdue membership dues.
- Craig agreed to contact Jack Moss Trucking regarding their overdue membership.
- Dan will continue following up with FleetWorthy regarding their membership dues.

3. West Bend Sales Strategy and Renewal

- Discussed the recent signing of West Bend.
- Zach mentioned a meeting with West Bend's executive team and the need for a primary representative.
- Rick and Zach confirmed their familiarity with Kelly, a key contact at West Bend.
- Craig expressed concerns about the benefits of membership and suggested the need for more substantial participation.
- Zach agreed to look into the roles of Joel Christ and Joseph Myers, West Bend's contacts.
- Discussed the need for more involvement from West Bend's lower-level personnel.

4. New Members and Sponsorship Opportunities

- Discussed the benefits and sponsorship opportunities for new members of the WMCA.
- Targeting new members for sponsorship dollars for events like the Diesel Mechanic competition.
- Susan expressed excitement about new members choosing the Safety Council as one of their perks.
- Discussed the process of contacting past due members.

5. 'Friends of Trucking' Membership

- Discussed the idea of creating a new membership category called 'Friends of Trucking' for individuals not part of a trucking company.
- Agreed that this category should be open to any individual, not just those with a sponsor.
- Set the membership fee at \$100.
- Decided to present this idea to the board in the next meeting for approval.

- The 'Friends of Trucking' category will be included in the general membership directory.

6. Fleet Maintenance Council's Potential Folding

- Discussed the potential folding of the Fleet Maintenance Council.
- Considered inviting Council members to join the Motor Carriers group if the Council folds.
- Rick suggested cross-referencing the Council's members with the Motor Carriers' membership to identify potential new members.
- Susan and Rick agreed that the Council's decline could be due to a lack of engagement from its members.
- Neal expressed concern about dedicating too much staff time to the Council.
- Discussed the potential benefits of the Council evolving with different resources.
- Agreed to monitor the situation and consider inviting Council members to join the Motor Carriers group if it folds.
- Craig suggested the possibility of the association taking over another organization, but Rick argued against it.
- Rick proposed expanding safety programs to include diesel tech instead of creating a new division.

7. Action Items

- Zach: Contact Northland Insurance and Blaine Supply regarding past due membership.
- Craig: Contact Jack Moss Trucking regarding past due membership.
- Dan: Follow up with FleetWorthy regarding membership dues payment and prepare a report on the "Friend of Trucking" membership category.
- WMCA Staff: Consider inviting former Fleet Maintenance Council members to join WMCA if the Council folds.

8. Adjournment

- The meeting ended at 11:01 a.m. with a discussion about the next meeting.
 - A motion to adjourn was made and passed.
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