

WMCA Membership Committee Meeting Minutes
October 8, 2025 10:00 a.m.
Zoom Meeting

1. Call to Order & Approval of Minutes

- The meeting was called to order by Dan Johnson at 10:05 a.m.
- **Attendees:** Andy Ryther, Susan Jaske, Dan Johnson, Craig Zeller, Patrick George and Kim Conradt
- The previous board meeting minutes were reviewed and approved with a motion and a second.

WMCA Member Social Event

- The meeting began with a brief discussion about a recent social event attended by Kim other WMCA members, which was well-attended. Andy noted that the calendar invite feature had been effective in promoting the event. The group discussed the use of calendar invites as a communication tool, with WMCA expressing interest in using it more frequently for member engagement.

Enhancing Non-Member Event Engagement

- The meeting focused on evaluating a recent social event, which aimed to attract non-members to the association. Despite a lower turnout than expected, with mostly members attending, Andy reported positive engagement from smaller carriers and identified areas for improvement in event planning and communication. WMCA emphasized the need to refine these events as a pilot for future membership recruitment efforts, with plans to hire a dedicated staff member in 2026 to handle logistics and outreach. The group discussed the importance of targeting non-members and securing sponsors to defray costs, ensuring these events effectively serve their purpose.

Membership Recruitment and Event Strategy

- The group discussed membership recruitment and events, noting that recent social events attracted one non-member from Dynamic Recycling who showed interest in joining. WMCA emphasized the importance of having clear membership pricing and benefits to communicate to potential members, suggesting that staff should focus on these details while board members concentrate on legislative updates and networking opportunities. Kim reported that a Stoughton Trailers representative offered to sponsor an event in Green Bay, bringing potential for new members. The group agreed to pause upcoming events for a few months to reassess their effectiveness and to potentially hire a new staff member for membership services by February or March.

Membership Recruitment and Payment Updates

- The committee discussed membership recruitment events and reviewed a membership report. WMCA mentioned sending a new invoice to Purple Mountain Solutions and noted that FedEx Ground is being rebranded, potentially causing delivery issues. Kim agreed to follow up with FedEx to address payment concerns and maintain their memberships.

Membership and Engagement Strategies

- The meeting focused on membership and engagement with various companies and associations. The committee discussed reaching out to potential members, including Loves and Trans Lease, and addressed issues with invoicing and membership renewals. Susan inquired about the Safety Council membership process, and it was explained that it is an annual membership separate from other association memberships. The group also discussed the benefits and pricing for vendor booths at the convention, with Dan explaining the member and non-member rates. Kim highlighted an upcoming seminar on driver health and mental wellness, and the group scheduled the next meeting for early November.

Adjournment

The meeting was adjourned at 10:46 a.m. on an approved motion by Susan Jaske. The next meeting is scheduled for November, 2025 via Zoom.