

**WEHA Annual Business Meeting**  
**Wednesday, October 26<sup>th</sup>, 2022, 5:30 PM**  
**The Ridge Hotel**  
**W4240 WI-50**  
**Lake Geneva, WI 54147**

a. Meeting called to order. 5:30 by Carrie

b. Roll-call of Officers and Directors by the President.

- Carrie Pohjola, President, present
- Danielle Vollendorf, President Elect, present
- Michele Williams, Director, present
- Katie Matulis, Director, present
- Sarah Ward, Secretary, present
- Brian Hobbs, Treasurer, present
- Laura Temke, Director at Large, present
- DeAnna Simerly, SE Dist VP, absent
- Nicole Kragness, NW Dist VP, present
- Maddie Wojciuk, SW Dist VP, present
- Trista Groth, NE Dist VP, present

c. Approval of the Minutes of the last Board meeting. Laura motioned to approve, Nicole seconded, all in favor.

d. Reports of officers and committees, if requested by the Board of Directors.

WEHA members present for meeting listed on "sign in sheet" – attached.

i. Secretary Report of Actions of the Board of Directors

On September 12, Maddie made a motion to request \$500 from the WEHA Budget to cover the cost of the pre-conference networking event hosted by the WEHA VPs. Everybody voted in favor, there was no discussion.

On September 20, Katie Matulis made a motion on behalf of the marketing committee to request \$265 from the WEHA Budget to cover the cost of conference supplies. After minor discussion and corrections all voted in favor and it passed.

Elections:

Held election between Michele Williams (currently in the role) and Lindy Wiedmeyer for Director position. Michele came out ahead and will continue in the role of Director.

The vacant NE Region VP was filled by nominee Stephanie Sticka

ii. Treasurers Report – Report attached. Request for committee budget requests for next year (2023) by December 1<sup>st</sup>.

iii. District Vice–Presidents

- SE – North Shore Health Consortium- new full-timer is Leslie Wroblewski.
- NW – Attached
- SW - MOUs in the works between Rock/UW Madison/Watertown-Jefferson for inspection coverage, PFAs regulations, a few different positions open/in the process of hiring, newsletters, a call for EID initiatives.
- NE –

iv. Education and Conference Committee – Report Attached

- Awards and Leadership-Discussion of Awards (scoring sheets/system/rubric), Wayne Kopp – Needs updating, but will be time consumptive. Looking for volunteers to help revamp – new questions and metrics to make it useful for scoring. Change submission timing to make it more practical to apply. Discussion regarding challenges of student attendance at conference to receive award. Possible SMART goal for strategic plan? Sarah and Laura will work on this initiative.
- Environmental Education – Attached. REHS study trunk going well, high success rate of passing exam for those who use it. Wednesday webinars are going well, break in December - tracking who attends. Only 1 applicant for mentor program, mentee didn't show up. Consider "prizes" for attending webinars as incentive. Discussion about attracting students to EH profession at middle/high school.
- Conference - No updates right now, more in January, very expensive here, but in general increasing more and more each year. State rate difficult to come by now before November 1. Next year one possibility is Paper Valley in Appleton. Maybe Kalahari? NEHA regional is in WI next year.

v. Legislative Committee – Talking to new up and coming EH inspectors, Sarah from Rock County agreed to chair committee. Collect, review, and determine what needs to be brought to the attention of the board.

vi. Marketing Committee – Working on ambassador program. Completed social media guidance/SOP ready for review, internal guidance no approval needed or added to bylaws. Great social media promotion going on right now – tagging WEHA 2022 on Instagram. Trying to build presence.

vii. Membership Committee – Report attached. Carol resigning from her position as chair Nicole Kragness taking over after this meeting.

viii. Strategic Planning Committee – Template attached. Need to update bylaws to reflect addition of Strategic Planning Committee. Introduction of members, still need 1 more member. Attached plan template to date. Asking board members and committees to come up with SMART Goals. Assignments for next meeting.

e. Changes to By-laws reported by the Director-at-Large. Vote by membership.

f. Communications from the National Environmental Health Association and other associations.

Invited to participate in initiative toward building workforce development, maintaining workforce, inclusivity, Danielle and Carrie attended for WEHA. Multiple entities included.

g. Old Business

i. Sharepoint site – possible goal for strategic plan.

h. New Business –

i. Installation of New Officers – see above in secretary report. Thank you from Carrie to Trista for her years as NE region VP

j. Adjournment of the Business Meeting motion by Carrie at 6:40, seconded by Andy Budde

Next meetings: January 20, 2023 Virtual

April 21, 2023 Brians Cabin

July 21, 2023 TBD/Virtual

Brian Becker

Andy Budde

Jacob VanHeuklom

Kate Carlson

Amanda Ramos

Madeline Wojciuk

Lisa Flottmeyer

Carol Drury

Nicole Krugness

Laura Tenke

Katie Matulis

Lindy Wiedmeyer

Trista Groth

Dale Grosskurth

Stephanie Sticka

Mark Werner

Danielle Vollendorf

Carrie Pohjola

Michelle Williams



# Financial Report

October 25, 2022

## Summit Credit Union

Business Savings	9.32
Business Dividend Checking	3,507.33
Business Money Market Plus	40.40
48 Month Certificate 4-3-25	3,707.45
48 Month Certificate 4-6-26	<u>3,756.61</u>
	11,021.11

## Edward Jones

Amern High Income Trust AHITX	10,514.42
Capital Inc CAIBX (Merged with CIBFX)	50,702.02
Income Fund of America AMECX	20,374.88
New Perspective Fund ANWPX	<u>10,333.26</u>
Total Account Value as of 10/25/22	91,924.58

(-\$3,560.05 value since 07-15-22)



# WEHA District Vice President Report

Date: 10/26/2022

District:  Northeast  Northwest  Southeast  Southwest

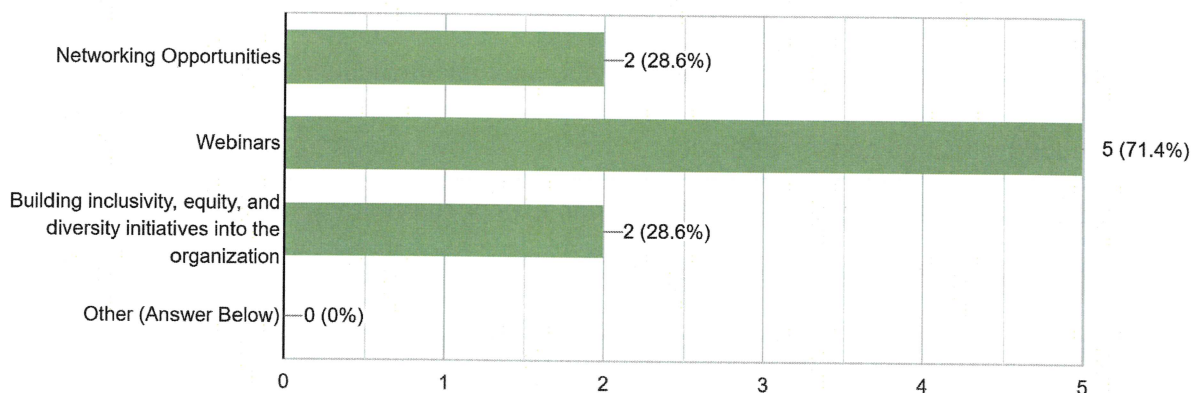
## Issues to bring to the Board

- Can you work on templates for licenses so they are more consistent across the state
- Smaller health departments with new staff need support
- Just we continue to try and serve our community as best we can
- I enjoy the Wednesday webinars.
- We need a strong presence at the state level by having consistent representation on state work groups
- With the inclusivity, equity, and diversity initiatives I think it would be good to include religious respect. I've encountered a few in WEHA who are ignorant, unkind, and prejudiced toward my beliefs.

## Information to share with the Membership

What would you like to see from WEHA in the next quarter?

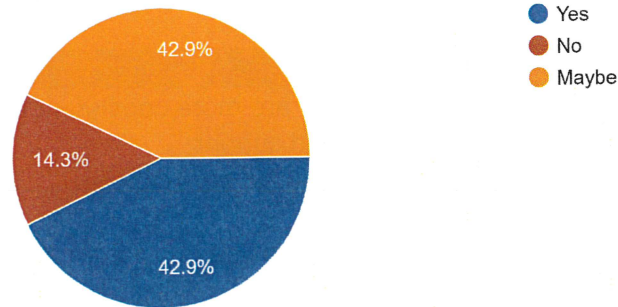
7 responses



Other idea for quarter: Topics for open discussion that will for consistency across the state

Are you interested in learning about scholarships or REHS study trunk materials?

7 responses



Something new, challenging, exciting, or different in your department or personal EH career?:

- Burnt out
- Taking on a lot of programs and expectations and trying to understand how to manage them all
- Continue learning and promoting public health and education
- We are taking on the TN program January 1st.
- We are working on cloud storage and having internal discussion to for consistency each week
- Working with land conservation dept to coordinate water testing events around the county
- Chippewa Co is going to be recruiting for an EHS position Jan 1

Additional comments or questions:

- incentives should be given for learning different languages, time allowed for learning different languages.
- Our area is active with new businesses opening up and we have had a significant increase in mobiles.



## WEHA Education Committee Meeting Notes

10/14/2022 at 9 AM via Teams

1. Welcome-Meeting started at 9:06 am by Carrie
2. Attendees: Carrie, Laura T, Laura S, DeAnna, Brian, Danielle, Lindy, Janice
3. Subcommittee Updates
  - a. Awards and Leadership-Laura. Robert R. Nelson has been chosen, Julie Hults was the EHPY and she was presented the award by her staff, the Wayne Kopp was chosen and recipient is Lillie Pohjola. Brian requested the correct spelling for the awards. Janice has volunteered to "mentor" the Robert Nelson recipient.
  - b. Conference-Brian. 152 people signed up, a lot of speakers and Brian will be locking in food orders. Laura will be sure AV is working with the hotel staff and make adjustments needed. Brian, Carrie and Laura will be there in the afternoon. Logistics are in place for conference. DeAnna did request a current list of registrants for the meet and greet, Brian will run a spreadsheet on Monday. We just need moderators for the conference, Lindy will tackle assigning them. Speakers have been sending in forms and Brian will review what has been received and reach out to speakers for those not received. Lindy will provide her laptop for presentations.
  - c. Environmental Education-Carrie
    - i. RS/REHS Study Trunk-Lindy. 5 are out and a 6<sup>th</sup> that needs to be mailed. A couple asked for more time which Lindy approved. Only one person who responded did not pass the first attempt. Lindy compiled a list of additional materials for the study trunks.
    - ii. Webinars-DeAnna provided a spreadsheet showing live attendees and YouTube views. She requested that we provide swag bags or some other means of recognition for those in frequent attendance, she can bring that to the board for the budget. DeAnna was wondering if there was a way to promote using GovD? Carrie will ask Jim K on how GovD works for sending out announcements. The next webinar will need to be filled, James Mack is unable to speak. DeAnna will reach out to DHS to see if they would be willing to discuss case studies. The group discussed WEHA swag to the swag bags.
    - iii. Mentorship Program-Lindy. One person applied for the program, Jordan Corrigan and Megan Schumacher is the mentor. Jordan will be staying with family during the conference and will not need the lodging and Lindy will speak with him about registering. Lindy will bring a sign-up sheet for next year and will bring a sample study trunk to put out at the registration table.
    - iv. Possible RS/REHS "Class"-group discussion. Do we want to offer a class or do a webinar series like the NEHA Leadership Academy? Lindy will look at how the last course was offered by Walter Z and the logistics. DeAnna suggested doing

pre-recorded webinars and possibly a video chat. It was also suggested that Kathy Bates may be a possibility for class options. Brian did recommend looking online for what is already out there.

v. Other possible ideas for outreach

1. Ambassador Program-Carrie is working on the presentation and will share it when it is complete.

d. New member-Amy Goettmann from City of West Allis.

4. Upcoming Meetings Discussion-December 2<sup>nd</sup> at 9 am via Teams
5. Adjourn at 10:18 am

## Membership Report: October 2022: WEHA Board Meeting

1. As of October 24, 2022, we have 185 members (+43).
  - a. Northeast: 48
  - b. Northwest: 51
  - c. Southeast: 57
  - d. Southwest: 26
  - e. Outside of Wisconsin: 3 (communications through southwest)
  - f. Retired: 9 (communications through region) – in region count
  - g. Students: 4 (communications through region)- in region count
2. End of 2021 membership was at: 139 (difference of +46):
  - a. As a result of the membership drive, we had 64 new members who were not a member in 2021.
  - b. We also had 20 annual members who did not renew by March 1.
  - c. 90 renewed before feb.
  - d. 10 renewed between feb and march.
3. Info about members:
  - a. 66% are RS/REHS
  - b. 64 new members from new member drive
  - c. 95 returned members from 2021
4. I continued to use mail merge to send out the membership cards. Cards are sent out as I have time and an updated list is sent to vp's and pres.
5. We have members interested in Board and Committees. I am letting the VP's know to check those columns and reach out to those individuals.
6. I have made changes to the lists as I get information from members and/or their vp.
7. I am stepping down from this committee and specifically this role as I have 70% new staff and need to focus on their training and other items.

Submitted by Carol Drury – Membership committee member



# Wisconsin Environmental Health Association

## Strategic Plan 2022-2026

### Cycle 2022-2023

Prepared October 10, 2022  
WEHA Strategic Planning Committee  
Meghan Williams, Kate Carlson, Amanda Ramos, Maddie Wojciuk

## Introduction

The WEHA Strategic Planning Committee (SPC) has been delegated the following responsibilities as stated in the Wisconsin Environmental Health Association by-laws:

- Develop, implement, and continually assess the Association's Strategic Plan
- Evaluate the Association's mission, set a vision, define long-term goals, and determine the actions needed to achieve them.
- Be a resource for the Board and other standing committees to implement process improvement techniques such as analyzing existing processes, identifying gaps or problems, and develop/implement solutions.
- Assess organizational culture and climate and determine a path forward for addressing any issues.
- Recommend appropriate action to the Board of Directors

## Foundation

### *The Vision Statement*

--Will be added Nov 2022--

### *The Mission Statement*

--Will be added Nov 2022--

### *Core Values*

--Will be added Nov 2022--

## Assessing the Organizational Environment

### *SWOT Analysis*

The Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis continues to help the SPC assess the current WEHA environment and membership attitudes. It leads the committee to prioritize initiatives, evaluate how the current organizational climate fits with the vision and mission, and form a strategy to lead the organization forward. A SWOT Analysis will be conducted by the WEHA Strategic Planning Committee every two years to determine if goals and strategic priorities are being met.

Key stakeholders will be involved in the polling and analysis. The Strategic Planning Committee will prepare a report biannually to present to the WEHA Board for comment and incorporation into Board and Committee Strategic Priorities and SMART Goals.

## Strategic Priorities

The SPC has set strategic priorities to help achieve the organization's goals. We have identified strengths to build on, challenges to meet, opportunities to seize, and emerging ideas to explore. Following through on these priorities will help to ensure that we continually focus our efforts on activities that will actually contribute to accomplishing our objectives. WEHA's strategic priorities are as follows:

1. To provide and promote a professional organization for Environmental and Public Health professionals and students in Wisconsin.
2. To obtain recognition of the Environmental Health profession.
3. To encourage the employment of qualified Environmental Health professionals.
4. To stimulate forums for dialogue and exchange of information.
5. To foster professional and ethical growth of members.
6. To actively participate in the legislative and political process to promote and advocate for Environmental Health.
7. To encourage collaboration and networking among members.
8. To offer leadership opportunities to members.
9. To educate and recruit professionally trained individuals to the Environmental Health profession.
10. To promote professional certifications and provide continuing educational opportunities to members.
11. To recognize outstanding achievement, service, and contributions by members.

## SMART Goals

To initiate program and process improvement, the WEHA Board and Committees commit to develop and implement short term (annual) and/or long term (4 year) SMART Goals.

*SMART Goals should be:*

- **Specific** (simple, sensible, significant)
- **Measurable** (meaningful, motivating)
- **Achievable** (agreed, attainable)
- **Relevant** (reasonable, realistic and resourced, results-based)
- **Time bound** (time-based, time limited, time/cost limited, timely, time-sensitive)

Each SMART goal will be based upon or related to one or more of the Strategic Priorities. Each goal will be evaluated on the time cycle outlined in the **Committee and Board Member Goal Commitments Table**. The goals may include input and assessment from the SPC; however, goals set will require attention from WEHA Board Members and Committees to ensure successful completion.

Goals will be developed by Committees, Committee Chairs, and Board members between the annual business meeting and the first Board meeting of the calendar year. Board Members and Committee

Chairs are responsible for creating, implementing, and reporting on progress of goals. Goals will be presented at the first Board meeting of the calendar year. Short term goals are to be completed by December 30 of the annual plan cycle. Long term goals are to be completed by December 30, 2026.

**Committee and Board Member Goal Commitments**

<i>Committee/Board Member</i>	<i>Annual Short Term Goal(s) Number</i>	<i>Long Term Goal(s) Number</i>	<i>SPC Project Management Contact</i>
Strategic Planning Committee	1	1	Maddie Wojciuk
Education Committee: Awards & Leadership	1	1	Kate Carlson
Education Committee: Environmental Education	1	1	Kate Carlson
Education Committee: Conference	1	1	Kate Carlson
Legislative Committee	1	1	Meghan Williams
Marketing Committee	1	1	Meghan Williams
Membership Committee	1	1	Meghan Williams
President	1	0	Amanda Ramos
President Elect	1	0	Amanda Ramos
Director At Large	0	1	Amanda Ramos
Treasurer	0	1	Amanda Ramos
Secretary	0	1	Maddie Wojciuk
Vice President(s)	1	0	Maddie Wojciuk
Director(s)	1	0	Maddie Wojciuk

**Goals for 2022-2023 Cycle**

--Will be added Dec 2022--

<i>Committee/ Board Member</i>	<i>Strategic Priority Number- Short Term Goal(s)</i>	<i>Short Term Goal(s)</i>	<i>Strategic Priority Number- Long Term Goal(s)</i>	<i>Long Term Goal (s)</i>
Strategic Planning Committee				
Education Committee: Awards & Leadership				
Education Committee: Environmental Education				
Education Committee: Conference				
Legislative Committee				
Marketing Committee				
Membership Committee				
President				



President Elect				
Director At Large				
Treasurer				
Secretary				
Vice President(s)				
Director(s)				

## Evaluation

The WEHA Strategic Planning Committee will be the oversight committee of the WEHA strategic plan. As outlined above the goals will be tracked so that progress can be measured and reported upon.

Progress will be measured against the strategic priority (Short Term Goals) by asking the questions:

- Are we doing what we set out to do?
- Are we reaching our targets?
- Are we meeting our timeline?

As implementation continues, we measure the impact or outcomes (long-term goals) by asking the questions:

- What are the results of the efforts?
- What are the changes that have had an effect?
- How efficient was the work?

The Strategic Plan goals will be evaluated annually, and this data will be used to identify and drive improvement efforts. Formal communication of progress made in reaching goals will be provided quarterly at the WEHA Board Meetings.