

Central Wisconsin Apartment Association
Board of Directors Meeting Minutes
April 7, 2021

Present: M. Kaczmarek, T. Haines, S. Johnson, M. Beacom
Zoom: C. Burch, T. Gaboda
Absent: Z. Brocken, N. Eschenbauch, D. Hebbe
Executive Secretary: C. Harris

The meeting was called to order by President Mike Kaczmarek at 12:00 p.m. at Candlewood.

MSP to approve the minutes of the April 13, 2021, board meeting.

MSP to accept the treasurer's report showing a balance of \$35,274.08 on 4/4/2021.

Mail - Requests for comment from news organizations outside of our area will not be responded to. We will explore the possibility of having vendor sponsors for Lunch & Learn. This would give them an opportunity to advertise to landlords.

Lunch & Learn – The program on Lease-End Best Practices originally scheduled for MSTC in March will be rescheduled for April 28 at Backcountry Brewing in Plover. They will close to the public during our time there. Wednesday noon is not busy for them. We can bring in food. All beverages must be purchased there. The May 12 program on Evictions will also be held there. MSTC is unavailable to outside groups for the remainder of this year.

Territory Expansion – A discussion was held on possible expansion to other counties in the area. Our current NAA membership territory is only Portage County and cannot be expanded. The owner of a Waupaca area Facebook page has given us the page for a free CWAA membership for a couple of years. A Wisconsin Rapids Facebook page is available for \$650. Wausau's largest page is not available due to an agreement with a local realtor. The following first steps were agreed upon:

- Contact NAA about a different tier of CWAA membership w/o NAA membership in other counties.

- Offer an expanded territory for website listings to current members without a dues increase this fall.

- Market to Waupaca County landlords, depending on NAA response to our request.

- Explore unified Name/Logo options for RentCentralWisconsin.com and Facebook pages.

- Design a more visual promotion of membership benefits on cwaaonline.org membership page.

- Purchase Wisconsin Rapids Facebook page.

- Board will meet again after April 28 Lunch & Learn to discuss next steps.

Picnic – August 11 Picnic and Annual Meeting will be catered and held at Bukolt Park Lodge.

Meeting adjourned 1:41 p.m.

Cris Harris, Executive Secretary

Chris Burch, Secretary