

Meeting Minutes

AGENDA FOR STAND DOWN MADISON

March 26th, 2:00-4:00 pm @ CVSO OFFICE

WELCOME 2024 BOARD/ COMMITTEE

1. President - Torrey Bahr
 2. Vice President - Cody Whirry
 3. Treasurer - Bryce Dunn
 4. Secretary- Matt Choquette
 5. Committee Leads
 - a. Community Partners - Lorrie Hylkema
 - b. Volunteer Co - Sheila Frye and Kari Whirry
 - c. Food - Jim Blankenheim
 - d. Fundraising - Bryce Dunn
 - e. Open
 - Music - Still Open
 - Women's room - Still Open
 - Transportation - Still Open
- Angie Nickels opened the meeting and introduced the new Board of Directors. She also laid out the schedule for the upcoming monthly meetings, as indicated at the bottom of the agenda. She invited the new President to say a few words.
 - Torrey Bahr, the new President, introduced himself and his motivation for joining the Board and what he hopes to accomplish in the future.

OLD BUSINESS:

- Nothing to report as this was the first meeting with the new Board of Directors.

NEW BUSINESS

1. **Salvation Army hosting event 2025 (Angie Nickels)**
 - a. Save the date 10-25-2025
 - Continuous reminders on social media and through the email marketing campaigns.
 - b. No child care
 - c. Event 8am-12pm
 - There was discussion of potentially extending the event to accommodate more time for the community partners to speak directly with the veterans.
 - d. CP please don't pack up before noon
 - This is a request based on previous events, but will obviously change a bit if the timing of the event is altered.
 - e. Volunteer all day 6:30 to 2:30

- The event is no longer split in half as in previous years for the volunteers. If signed up to volunteer, it is expected that you will be available from approximately 6:30am - 2:30pm.

** Registration is now open via the website www.standdownmadison.com

2. **Treasurer report 2024/2025** (Rocky Manning and Angie Nickels)

- Rocky Manning and Angie Nickels reviewed the 2024 budget and the proposed budget for 2025. The new Board has had a chance to review the proposed budget and is considering making some adjustments due to a planned increase in fundraising events.

- Currently carrying in excess of \$10,000 in organization accounts and reported a surplus of over \$4,000 from 2024.

3. **Food services** (Jim Blankenheim)

a. Main event

- Saturday October 25th

b. Set up

- Friday October 24th. Lunch will be provided for volunteers.

c. Water

- Donated by Culligan.

d. Lands End donation

- Usually a donation of about 20 boxes of goods to be provided to the veterans.

** Jim did mention that the cost of food products is expected to increase by about 10% this year but it has already been factored into the budget.

4. **Community Partners** (Angie Nickels and Lorrie Hylkema)

a. Breakout sessions?

- This was assessed as not being very successful last year due to the small number of veterans that participated in discussions with the community partners. It is recommended that we get the word out early and often to the partners to actively participate. We also discussed having some community partners spend some time with veterans at the Vet Center truck discussing programs and resources before the doors open and staggered through the morning as waves of veterans enter the stand down.

- Torrey suggested that this needs to happen deliberately so that we have a captive audience, and the community partners also have a valuable experience.

■ 2 not 3

- Lorrie suggested limiting the number of community partners giving presentations to not lengthen the day too much.

■ Lunch room? Max 5 min

- This was not recommended due to the noise and the lack of participation. The Board of Directors plan to visit the event site to determine the best way to orchestrate this moving forward.

b. Not discussed at the meeting but other Community Partners we could reach out to for support (If not already):

Veterans Rental Assistance Program (VRAP)
Wisconsin Veterans Chamber of Commerce
Team Red, White, and Blue

5. Fundraising (Angie Nickels and Bryce Dunn)

a. Trivia night

- Planning for an event at Bierock on Wednesday May 14th.

b. Meat fundraiser

- Very successful event last year. Angie has the information and will update once the date and times are firm. Based off Packer schedule (TBD).

c. Dart fundraiser

- Kiersten Fanta proposed this event with multiple available dates: Jun 7th, Jul 26th, Aug 2, 16, 23, 30. More information on this at a future time.

d. Run MadTowne

- Angie has the information for this. We are committed to this event and are awaiting confirmation details. It is during Memorial Day Weekend (May 25th). We would need volunteers to run a water station.

30 Volunteers 6:00 - 8:30 \$562.50

e. Taste of Madison

- Angie has this information. It occurs on Labor Day Weekend. There are multiple options available for fundraising. It involves a full day commitment and the Board of Directors does not see this as the most beneficial use of volunteers' time.

- Bryce also had other ideas for fundraising that we will continue to develop and provide information as it becomes available.

1. 50-50 Raffle
2. Cornhole (Bags) Tournament
3. Raffle off signed jersey from charity golf tournament

6. National Anthem pre event layout (Angie Nickels)

- Soliciting ideas and suggestions for an individual or group to perform the National Anthem at the Stand Down Main Event on October 25th.

7. 4imprint.com (Angie Nickels)

a. Pens 1000v x .62 = \$583.23

b. Chapstick 500 x .79 = \$369.82

c. Shirts x 300 = \$2231.62

- Still have pens and chapstick remaining from previous years but due to the increased number of fundraising events planned, we will need to order more. This will be accounted for in the adjusted budget.

- We also are looking at other vendors and receiving quotes to determine if a better price can be obtained for swag items and volunteer shirts.

8. Waunakee rental: 80 tables \$870 (Angie Nickels)

- Same vendor as last year providing the tables for the Main Event. Budgeted already.

9. Security (Angie Nickels)

- We have budgeted the same amount as last year for a security individual for during the Main Event. The previous person indicated he no longer wants to perform this role so we are looking for suggestions to select a new individual.

10. Social media (Angie Nickels)

- Actively using social media platforms to increase awareness and build support for the organization. The webpage and Facebook are the primary sources for updated information. We also do targeted email campaigns with new information as it becomes available.

11. Advertising (Angie Nickels)

- Hometown News Group (HNG) will be providing advertising support again this year at \$300 / month. This has been accounted for in the budget.

- Rocky Manning proposed closing the meeting after allowing time for any questions or additional comments. He also thanked the new Board members for volunteering their time to keeping Stand Down Madison going.

Important meeting Dates, Times, Locations

1. Planning Meeting 4-23-2025 2:00-4:00, location CVSO 1709 Aberg Ave Suite 2, Madison, WI
2. Planning Meeting 5-28-2025 2:00-4:00, location CVSO 1709 Aberg Ave Suite 2, Madison, WI
3. Planning Meeting 6-25-2025 2:00-4:00, location CVSO 1709 Aberg Ave Suite 2, Madison, WI
4. Planning Meeting 7-23-2025 2:00-4:00, location TBA
5. Planning Meeting 8-13-2025 2:00-4:00, location TBA
6. Planning Meeting 8-27-2025 2:00-4:00, location TBA
7. Planning Meeting 9-10-2025 2:00-4:00, location TBA
8. Planning Meeting 9-24-2025 2:00-4:00, location TBA
9. Planning Meeting 10-8-2025 2:00-4:00, location TBA
10. Planning Meeting 10-20-2025 2:00-4:00, location TBA

11. SETUP Friday 10-24-2025 time 9:00-5:00, location Salvation Army 3030 Darbo Dr., Madison, WI
12. MAIN EVENT 10-25-2025, location Salvation Army 3030 Darbo Dr., Madison, WI 53714

ATTENDEES:

BOARD OF DIRECTORS

Lorrie Hylkema (RSVP)

Sheila Frye

Jim Blankenheim

Kiersten Fanta (Planning Committee)

Rocky Manning (Humana)

Heather Gautsch (Garske's Veteran Services)

Nancy Vue (VA Homeless Program)

John Howell (Veterans Center)

Bob Marthaler (Community Action Coalition-CAC)

ONLINE:

Beth Iverson

Bret Lortie