



Winnebago County Veterans Affairs Commissioners Board Meeting

Monday, August 18, 2025 – 10:00 am
Winnebago Co Health Department Board Room

1. Call to Order, Roll Call, Pledge

Present: Commissioners Dave Peterson, Steve Bosma and Veteran Service Officer (VSO) Mary Lou Cleveland; Absent: Troy Thompson

2. Review and Approval of Previous Monthly Meeting Minutes

The July monthly meeting minutes were reviewed. Bosma motioned, seconded by Peterson to approve the July minutes. All in favor. July minutes were approved.

3. Veteran Services Officer Report

- a. Monthly VA numbers: VSO shared the statistics for July 2025 for Winnebago County.
- b. County Outreach Efforts – VSO attended the Comin' in Hot Event for veterans on August 2nd. VSO also was interviewed at KLOW for Morning Conversations encouraging veterans to contact the Winnebago County VA to determine benefits and to potentially update benefits. VSO also stressed the importance of utilizing an accredited VSO and not a claims "shark".
- c. Review Monthly Expenditure Report for Approval - The Commissioners and VSO reviewed the expenditures for July 2025. There was a large expenditure for July which was for the coins to use as outreach for veterans. The coins have contact information for Winnebago County Veterans Affairs as well as Crisis Line contact information. The \$10,000 state grant allocation will be used to pay for this expenditure. Bosma motioned and Peterson seconded to approve the July expenditures. All in favor. The July expenditure report was approved and the Commissioners signed off on the report. VSO noted that all of the \$10,000 State Grant Allocation was spent for FY 24-25.

4. Old Business

- a. Office will be closed 8/21-8/26 for VSO vacation – VSO will have a voicemail message, email message and sign on the door to notify veterans that the office will be closed these dates.

5. New Business

- a. Assessment of VSO Involvement at Comin' in Hot Veteran Event – VSO felt that her involvement in the event was extremely beneficial. The event provided overall exposure to the Winnebago County VA office as well as affording VSO the opportunity to talk with veterans from the area. VSO referred out of county veterans to their county VSO if appropriate. VSO also spoke to many Winnebago County veterans regarding potential VA benefits and updating their benefits. From experience, VSO has learned that face to face contact is an effective way to connect with veterans and increases the likelihood of them contacting the office to discuss benefits.
- b. Upcoming virtual Commissioner Training- 9/16/2025 – VSO reminded the Commissioners of this upcoming training. VSO will provide the link for the meeting as soon as VSO receives it.
- c. State Grant Allocation Report – The report was submitted in July 2025. Upon approval of the report, the \$10,000 state grant allocation money will be sent to counties for use for FY 25-26.

- d. KIOW Ads/Morning Conversations – VSO advised that she had been contacted by KIOW director, Karl Wooldridge, regarding this office doing another set of ads. Commissioners and VSO discussed the use of ads. The discussion centered around purchasing ads in November around Veterans Day to increase the focus on veterans and this office. VSO will contact Karl to get prices and then will bring back to the Commissioners for approval.
- e. Financial Assistance Requests – There were no new financial assistance requests.
- f. Next Meeting Date: September 22, 2025 at 10:00 am at the Winnebago County Courthouse

Adjournment – Peterson motioned; Bosma seconded. All in favor. Meeting adjourned.

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