



Meeting Called to Order: The August 13, 2025 business meeting of the Missouri WIC Association Board was called to order at 10:07 am at the MO Department of Health, Jefferson City, MO.

Present: Megan Hickey, Heidi Loecke, Tammy Drake, Tara Williams, Deb Cullum, Brenda Hilboldt, Jentsy Philpot, Nikki Berry, Lisa McClaran, Tracy Williams, Cate Reando, Joan Brundage

Webex: Derek Nelson, April Bridges

Guests: Introductions & Welcome

Guests: None

Approval of Minutes: Minutes reviewed from May 14, 2025 meeting.

Motion to approve minutes: Tracy Williams

Second: Heidi Loecke

Minutes approved as presented.

Financial Report: August 2025 financial report was presented by Deb Cullum, Treasurer.

Motion to approve August 2025 financial report: Cate Reando

Second: Joan Brundage

Financial report approved as presented.

DISTRICT REPORTS:

- **Northwest** – Lori Miller/Brenda Hilboldt
 - Met June 2025
 - Outreach Activities, LAP discussed
 - Recent monitor findings, separation of duties, public announcements and proof, zero income also discussed
- **Eastern** – Tracy Williams
 - Breastfeeding Friendly Clinics – one DBE on staff
 - On-line and remote nutrition education – Teletask, WICHealth.org, phone
 - Phone contacts are acceptable for ne contacts – teletask is acceptable
 - Remote Certifications – very few agencies are using the ARPA waivers for certifications. Must be approved for remote services.
 - Farmers Market Benefits – how many agencies participating?
 - Verify ID before issuing benefits remotely.
 - Make sure reading all WIC Updates

- Contract sent via Webgrants – returned by September 19, 2025
- **Northeast** – Lisa McClaran/Joan Brundage
 - No meeting
- **Southwest** – Nikki Berry/Tara Williams
 - LAP Training
 - ITSD Support
 - Spirit Web
 - Contracts – due date
- **Central** – Derek Nelson
 - LAP training
- **Southeast** – April Bridges/Jentsy Philpot
 - Same as Eastern

Old Business:

- Website Development Update
 - New Logo being developed
 - Board pictures needed

New Business:

- Election Results
 - Vice-President – Tracy Williams
 - Secretary – Tammy Drake
 - NE District – Lisa McClaran
 - NW District – Brenda Hilboldt
 - SE District – Jentsy Philpot & Donna Wallace
 - SW District – Nikki Berry
 - Central – Derek Nelson appointed as Central District Representative
 - Motion made by Megan Hickey to appoint Derek Nelson
 - Motion: Heidi Loecke
 - Second: Joan Brundage
 - Appointment approved.
 - Eastern Rep needed – Megan will inquire at next meeting if anyone is interested
- Strategic Planning
 - October 15-17, 2025 – meet on October 16 & 17
 - Margaritaville – Lake of the Ozarks
 - Let Deb know if you plan to attend
 - Meals – Breakfast Choices discussed
- By-Laws
 - Discuss and Review at Strategic Planning Meeting in October
- MWA Conference 2026
 - October 28-30, 2026 – Branson MO
 - Cate – sent information out about conference planning committee
 - Need date for first conference planning meeting – possibly first or second week of September - Sept. 10 at 9:30 am - virtual

- Theme – Harvesting Healthy Futures

State Updates: Angie Oesterly & Erin Marberry & Jill Crossland

- Technology – Update ITSD and WIC computers – transitioning to Windows 11
- ITSD Conversion – no change at this time with ITSD assistance, equipment, etc. WIC helpdesk will be available for questions, concerns...
- LAP Question regarding conference – Registration for conference will be paid for with 2027 funds – available October 1, 2026. (result of finding)
- WEBGrants – building and making improvements for next year's LAP. Changes will be communicated to local agencies by May 1, 2026.
- Nutrition Education Resources availability on WIC website – new staff member taking on this role – working on substance use handout being updated. What resources to be printed or available digitally (prioritizing). WICHealth.org cards are being printed and can be ordered soon. Possibly add resources to shopper app.
- Drop down for general notes – new policy – program explanation provided documentation – also list how provided – Welcome to WIC Brochure provided.
- Using occlusion method for hemoglobin – potential for inaccuracy. Not approved for WIC at this time.
- New HPA/Certifier position – Effective October 1, 2025 – training links have been sent out to local agencies
- Proxy/Authorized Reps – Proxy to be listed in MOWINS, but does not have to be chosen. Proxy may pick up a card.
- Proof of ID for remote benefit load – required per regulations: last four digit of card, zip code and date of birth or name of household member participating on WIC
- Formula Contract Update –will continue Abbott
 - Abbott Rebate 120% for 2025 95% for next contract (\$7 less received on each can of formula). Which means less food dollars for next year.
 - 6 mil \$ short on food dollars for next year
 - Cost containment – food list: change categories to store brand only, change container sizes or formats, few options within certain categories. Changes will be effective October 1, 2025. No goat milk or evaporated milk after January 1, 2026 (September last month to issue).
 - Be able to serve all participants
- SPRITWeb – LA Portal Highlighted with updates
 - Agency will complete survey – choose date to go to new system
 - Start roll out mid - November and finish by end of February
 - Central, NW, SW Nov. 17 or Dec. 15
 - NE, SE Jan 12 or Feb 17
- Staff Updates
 - Amy Banning – TA for Eastern District – previous retailer unit
 - Carleena Hill – Financial Monitoring – previous Eastern TA staff
 - Lynette Ricks – retiring August 29, 2025
 - Allison McKinney - Claims Processing and training

- Discussed WIC Fraud
- 98,000 WIC participants for the month of July 2025

Anne Strobe – reviewed and discussed new WIC Website – available April 1, 2026

Other Discussion: None

Next Meeting:

October 15-17, 2025 – Strategic Planning

November 12, 2025 at 10:00 am - virtual

Adjourn:

Meeting adjourned at 2:00 pm

Respectfully submitted.

Tammy Drake, MWA Secretary