

# COLORADO CREDIT UNIONS

Not-for-Profit. Cooperative. Local. Trusted.

## Agenda

### 1<sup>st</sup> Quarter 2024 GAC Committee

Wednesday, February 21, 2024

10:00 a.m. to 1:00 p.m.

Held the day before Colorado Day at the Capitol

In-person meeting

Canvas Credit Union headquarters at 9990 Park Meadows Dr, Lone Tree, CO 80124.

[Zoom link](#)

Welcome & Introductions – Committee Co-Chairs Chad Graves and Tracie Wilcox – 30 mins

- Welcome to Committee Members and Attendees
- Committee member introductions
- Overview of Agenda and [Q4 Meeting Notes](#)

### Colorado State Advocacy Discussion, guided by *Katie March* – 45 mins

- Q1 State Advocacy 2023 Update
  - Status of Sunset Bills, update from recent committee hearing, forecast and strategic plan.
  - Overview of additional bills in the state legislature

### Brainstorm Session: Combatting bank misinformation, *Katie March and Jordan Beyer* – 60 mins

- Overview of banks' messaging and strategy and the conversation that occurred during the recent legislative hearing
- Reaction and insights from GAC members who testified during that hearing
- Overview of current Calls to Action and future planning
- Sharing of collateral that GoWest has produced for Sunset bills
  - **Discussion:**
    - *What ideas does the committee have to best combat the misinformation that the banks are sharing?*
    - *What messaging do you think is most important to share with legislators? Are there arguments that need to be shared that are not currently being discussed?*
    - *Who are our best messengers to share information in committee and in one-on-one conversations?*
    - *What feedback do you have for GoWest on how best to share Calls to Action? How can we increase engagement in Calls to Action?*

[Federal / Regulatory Issues](#) Discussion – 30 mins

- Upcoming National GAC – unique GoWest events
- CFPB's Proposed Rulemaking on Overdraft

- Regulation ii – Proposed [Interchange rule strategy](#) /Interchange Strategy in Congress
  - **Discussion:**
    - *How is your CU utilizing overdraft in your overall member services strategy and will the CFPB’s proposed rule impact that strategy?*
    - *Is it time to initiate an interchange threshold “exchange” to allow credit card interchange fees to be capped in exchange for debit threshold to be significantly increased?*
    - *How is the growing patchwork of state and third-party data standards impacting operational efficiency?*

[Political and Grassroots Discussion](#) - 5 mins

- [CULAC Report](#) and Next Steps from CULAC Trustee, Arick Williams

**[Lunch on-your-own from 1:00 to 2:00 p.m.](#)**

**2:00 to 4:00 p.m. Return to Canvas Credit Union HQ for in-person Colorado Day at the Capitol Training with all DAC attendees.**

**Upcoming Events**

America’s Credit Unions Governmental Affairs Conference – March 3-7<sup>th</sup>, Washington D.C.  
Q2 CO GAC Meeting – April 16<sup>th</sup>, Virtual  
Q3 CO GAC Meeting – July 24<sup>th</sup>, Location TBD  
[EXECUTIVES@Skamania](#) – August 5-7<sup>th</sup>, 2024, Skamania, WA  
[MAXX Convention](#) and Q4 AZ GAC Meeting – October 13-16<sup>th</sup>, Denver, CO