



For Immediate Release
Contact: Sarah Sturm
Phone: (715) 536-8351 ext. 4271
E-mail: sarahs@parkcitycu.org

June 9, 2020

E-Services Highlighted at 2019 Virtual Annual Meeting
Park City Celebrates with Charitable Donations

MERRILL, WISC. – At its first ever Virtual Annual Meeting, Park City Credit Union CEO Val Mindak used the metaphor of a “compass” to describe how the organization expanded its digital resources and services in 2019.

“No matter where you live, work, travel or whatever your destination, we are at your fingertips with convenient products and services to help make your life easier,” Mindak said.

Last year the credit union invested capital in the expansion of e-services, which enabled Park City to help members navigate the murky waters with the onset of COVID-19. In 2019, more than 65,000 bills were paid using online bill pay, mobile banking surpassed 7,000 checks being electronically deposited, and there were more than 925,000 electronic transactions totaling \$932 million.

“Once upon a time, e-services were optional ways to interact with the credit union,” Mindak explained. “This has certainly shifted where our members are demanding this as a primary way to interact with us 24/365.”

Year-to-year loan growth rose 2.88% in 2019. Meanwhile, member deposits ended strong with \$193 million, which was an increase of \$21.8 million, or 12.75%, from the prior year. As the credit union deepened relationships with the communities of Merrill, Rhinelander, Tomahawk and Minocqua, membership increased 4% over the previous year. The credit union spent more than 9,000 hours on employee education in 2019.

“We are here for our members, and just like the compass, we are helping them stay the course or to get back on course – setting a direction for prosperity and helping to guide them at times when it seems cloudy,” Mindak added.

The Annual Meeting was held June 2 via video conference for the first time due to the coronavirus pandemic. During the meeting, Park City announced \$100 donations to Oneida County Humane Society, Kinship of Tomahawk, Northwoods Wildlife Center and Fishing Inspires Special Hearts (FISH).



park city
CREDIT UNION

Celebrating Life. Celebrating You.™

For Immediate Release

Contact: Sarah Sturm

Phone: (715) 536-8351 ext. 4271

E-mail: sarahs@parkcitycu.org

To read the [2019 Annual Report](https://www.parkcitycu.org/2019-annual-report), visit [parkcitycu.org](https://www.parkcitycu.org).

###

About Park City Credit Union

Park City Credit Union is a member-owned financial cooperative providing financial services to approximately 20,000 members who live, work or own land in Forest, Iron, Langelade, Lincoln, Marathon, Oneida, Price, Rusk, Taylor or Vilas counties. To find out more visit us at www.parkcitycu.org. Park City Credit Union has offices located in Merrill, Tomahawk, Minocqua and Rhinelander, and in Dave's County Market in Merrill.