

Growing Forward

2021

ANNUAL REPORT

 parkside
CREDIT UNION



Mission

Our commitment is to improve the financial well-being of our members and the communities we serve.

Vision

Parkside Credit Union will be recognized by our members as a trusted provider of professional financial guidance.

Service Values: *We promise to...*

- Strive for excellence in everything we do by taking ownership of each request.
- Provide quality products and exceptional service through every delivery channel.
- Treat everyone with dignity and respect.
- Constantly seek new and better ways to improve the overall member experience.
- Work to enhance financial literacy and independence in the communities we serve.
- Support one another in a helpful, friendly environment.

mission

Join Us on Social Media!

We appreciate connecting with our members online! Get online and in the know – visit us on Instagram, Facebook and our blog.



Instagram

[Instagram.com/ParksideCU](https://www.instagram.com/ParksideCU)
OR @ParksideCU



Facebook

[Facebook.com/ParksideCU](https://www.facebook.com/ParksideCU)



News & Events Blog

ParksideCU.org/blog



President/CEO and Chairman Report

If 2020 was the year of reconceptualizing our business in response to the global pandemic, then 2021 was a year of momentum as we expanded our technology offerings, refined the experience for members and crafted a strategy to ensure the growth and sustainability of our cooperative into the future. Though the environment continued to be one of uncertainty, our efforts were focused on providing members with consistency and access, through both our in-branch offerings and our digital tools. Parkside demonstrated excellent financial strength in 2021, and we remain confident in our ability to provide a wide range of financial products as well as superior member service.

Investments in Technology

Parkside has continued to explore ways to integrate technology into the member experience. In June, Parkside launched Interactive Teller Machines (ITMs) at the Dearborn and Livonia drive-thrus. These ITMs streamline the member experience by combining the convenience of an ATM with more robust transaction functionality via access to a virtual teller. Through the ITMs, members are able to conduct almost any type of transaction – from cash withdrawals and check deposits to account transfers – that they would normally conduct inside a branch. We anticipate that this technology will allow us to provide greater flexibility in our member services; we began offering an extended hour of service on Friday evenings via the ITMs in early 2022 and are looking into the possibility of additional benefits. The ITMs have proven to be a convenient service option for many members, and this technology will undoubtedly play a role in our strategies for innovating in the future.

Digital Banking Enhancements

In a fast-moving world, Parkside understands the importance of providing digital services that meet the needs of our members. Through these digital channels, members have “anywhere access” to their accounts, giving them control over their finances. Parkside’s mobile app was updated in early fall; the new version includes all the tools and services our members need, but with a more intuitive interface. Over 40% of our members have downloaded our mobile app, and nearly 70% of those users have signed up to use the mobile deposit feature within the app. In October, we debuted an updated experience for online banking, with new features and user-friendly tools for accessing and managing accounts. An impressive 85% of our members receive e-Statements, which are just one of the many benefits of online banking.

Staff Development

Parkside’s employees are our most valuable asset, and we strive to build a workplace culture in which employees feel engaged, supported and respected. Staff development plays a key role in aligning our culture with our organization’s mission to improve the financial well-being of our members. Parkside’s training program, which is a combination of in-person and online training, provides the opportunity for employees to hone their competencies in order to confidently serve our members. This training ensures consistency of knowledge across teams, which results in members receiving excellent service via all channels. The training also contributes to a high level of employee satisfaction and morale, as employees are empowered to grow their careers. In 2021, 10 employees – nearly 20% of our entire workforce – were promoted.

In addition to our focus on staff development, we expanded existing departments, hired 12 employees and added

several new positions, including positions in Human Resources, Information Technology and eServices. As we grow our organization, we recognize that collaboration and communication are key to providing the best possible experience for our members.

Closing a Chapter

A host of challenging circumstances, including building deterioration and significantly reduced transaction volume, led us to the difficult decision to close our Maple Street branch (Dearborn) in July 2021.

For over 75 years, the Maple Street location was a landmark in the community. Through a series of mergers, what began as Dearborn Municipal Credit Union evolved into Village Community Credit Union, and ultimately became Parkside Credit Union in 2016. Though the doors to the Maple branch have closed, we continue to acknowledge and celebrate the history of the credit union. We truly appreciate the individuals and families who have remained loyal members throughout the years.

Charting a Path Forward

As we extend our thanks to the Board of Directors for their leadership and dedication, we mourn the sudden loss of Board Member Cynthia Grimwade and reflect upon her many contributions throughout her 25-year tenure on Parkside’s Board of Directors. We wish to convey our appreciation for the determination and resiliency of our employees and for their efforts in navigating unprecedented challenges over the past two years. Most of all, we express gratitude for the ongoing patience and support of our members. We look to the future with much optimism.

JANET THOMPSON, PRESIDENT & CEO
WILLIAM M. SACKETT, CHAIRMAN

Treasurer's Report

Parkside Credit Union remains financially and operationally sound after closing 2021 and moving into 2022.

Listed here is a comparison of key numbers and ratios between the years 2020 and 2021. These numbers and ratios demonstrate Parkside’s financial strength.

	2021	2020
Total Assets	\$166,357,063	\$154,752,321
Total Loans	\$83,639,981	\$70,904,895
Net Income/Loss	\$1,207,222	\$576,094
Equity Total	\$20,419,751	\$20,680,254
Delinquent Loans	\$364,911	\$431,359
Total Income	\$9,861,257	\$9,155,642
Return on Average Assets	.75%	.41%
Net Worth	12.69%	12.86%

The Board of Directors and Executive Team strive to maintain the excellent financial condition of our organization in order to continue to assist our members in meeting their financial goals.

MICHAEL E. RAWSON, TREASURER



Audit Committee's Report

For the year ending in 2021, the Audit Committee engaged the services of Financial Standards Group (FSG) to conduct a comprehensive audit for Parkside Credit Union. Formed in 1989, Financial Standards Group has management experience in all aspects of credit union auditing.

The purpose of the audit is to ensure that risks are being properly monitored and do not pose financial, operational or regulatory threats. The audit performed by FSG is done as a safeguard for our membership and for Parkside Credit Union to ensure practices and policies are in accordance with Generally Accepted Accounting Principles (GAAP).

From the tests performed, FSG was able to conclude that the financial statements fairly and accurately represent the condition of Parkside Credit Union.

JERRY MILLER, AUDIT COMMITTEE CHAIRMAN

Credit Committee's Report

Parkside continues to offer a variety of loan products to meet the diverse needs of our membership.

2,649 Number of Disbursed Loans

Amount of Disbursed Loans **\$37,637,847**

\$83,639,981 Amount of Outstanding Loans

Loan Growth **18%**

Thank you to the Parkside Credit Union Credit Committee and Lending Team for your contributions throughout the past year. We appreciate your dedication to fulfilling our members' lending needs.

JOY-MICHELLE BOBBY, CREDIT COMMITTEE CHAIRPERSON

2021

By the Numbers

2,649

LOANS DISBURSED

1,239

NEW ACCOUNTS OPENED

264,681

TRANSACTIONS PROCESSED IN OUR BRANCHES

12 new employees welcomed and 10 internal promotions

6,146

MOBILE APP USERS

\$166,357,063

IN ASSETS

12,182

MEMBERS WITH ESTATEMENTS



13,979

TOTAL MEMBERS

132,627

WEBSITE VISITORS

73,606,707 PARKSIDEPERKS POINTS AWARDED

MEMBERS REDEEMED **52,101,484** PARKSIDEPERKS POINTS

Consolidated Statement of Income

December 31, 2021

INTEREST INCOME	
Interest on loans to members	\$4,667,430
Interest on investments	\$878,500
	\$5,545,930
INTEREST EXPENSE	
Dividends on member shares	\$150,036
Interest on borrowed funds	\$0
	\$150,036
NET INTEREST INCOME	
	\$5,395,894
Provision for loan losses	\$874,550
Net income after provision for loan losses	\$4,521,344
NON-INTEREST INCOME	
Fee and other income	\$4,585,839
GENERAL AND ADMINISTRATION EXPENSES	
Salaries and benefits	\$3,620,619
Other general and administration expenses	\$2,452,848
Professional and outside services	\$405,470
Occupancy	\$469,082
Marketing, promotional and dues	\$257,052
Loan servicing	\$694,890
NET INCOME	
	\$1,207,222

Consolidated Statement of Financial Condition

December 31, 2021

ASSETS	
Cash and cash equivalents	\$12,904,466
Investments available-for-sale/held-to-maturity	\$24,457,976
All other investments	\$36,276,144
Loans to members, net	\$82,373,771
Accrued interest receivable	\$582,422
Property and equipment	\$5,378,962
Corporate credit union share deposit	\$469,200
Other assets	\$3,914,122
TOTAL ASSETS	
	\$166,357,063

LIABILITIES AND MEMBERS' EQUITY	
Liabilities	
Member shares	\$144,564,080
Borrowed funds	\$0
Accrued expenses and other liabilities	\$1,373,231
Members' equity	
Undivided earnings	\$18,812,725
Regular reserve	\$1,607,027
TOTAL LIABILITIES AND MEMBERS' EQUITY	
	\$166,357,063

Nominating Committee's Report

The Nominating Committee presents the following candidates for positions on the Board of Directors. Candidates have been listed in alphabetical order, and all nominees listed are incumbents and will serve a three-year term.

CLYDE A. GHEE
RICHARD POKERWINSKI
VINCENT QUINN

We respectfully submit our report to the membership for your consideration. We thank you for the opportunity to serve on this committee.

MICHAEL E. RAWSON
NOMINATING COMMITTEE CHAIRPERSON

67th Annual Membership Meeting Minutes Virtual Meeting, April 27, 2021

Board Members Present: William Sackett, Chairman; Cynthia Grimwade, Vice Chairperson; Michael Rawson, Treasurer; Clyde Ghee, Secretary; Richard Pokerwinski, Director; Vincent Quinn, Director

Board Members Absent: Jerry Miller, Director

Others Present: Janet Thompson, President & CEO; Executive Team; Management Team; Staff; and Members

The meeting was called to order at 5:30p.m.
Secretary Clyde Ghee confirmed a quorum was present.
Motion Made: Approve the minutes of the 66th Annual Membership Meeting.
Motion by: Clyde Ghee supported by Michael Rawson to approve the 66th Annual Membership Meeting minutes as presented.
Motion: Carried
Chairman's Report was presented by Chairman William Sackett.
Treasurer's Report was presented by Treasurer Michael Rawson.
Audit Committee's Report was presented by CFO Connie Gladki on behalf of Jerry Miller.
Credit Committee's Report was presented by Lending Manager Holly Beebe.
President & CEO's Report was presented by President & CEO Janet Thompson.
No Amendments to the Bylaws were presented.
Nominating Committee's Report was presented by the Committee Co-Chairs Cynthia Grimwade and Clyde Ghee.
Motion Made by Committee: Approve the election of Michael Rawson and William Sackett to three-year terms on the Board of Directors at Parkside Credit Union.
Motion: Carried
Old Business: None
New Business: None
Motion by: Clyde Ghee supported by Vincent Quinn to adjourn the 67th Annual Membership Meeting at 5:44p.m.
Motion: Carried



Board of Directors

William M. Sackett, Chairman
Richard Pokerwinski, Vice Chairman
Clyde A. Ghee, Secretary
Michael E. Rawson, Treasurer
Brigitte Fawaz-Anouti, Director
Jerry Miller, Director
Vincent Quinn, Director
Doris Graham, Associate Board Member
Cynthia Grimwade, Board Member 1996-2021

Executive Team

Janet Thompson, President & CEO
Connie Gladki, Chief Financial Officer
Heather Colonius, Chief Strategy Officer
Heathor Balazy, Chief Operating Officer
Janet Hendrie, EVP/Chief Operating Officer
Joy-Michelle Bobby, Chief Lending and Deposits Officer

Federally Insured by NCUA

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