

**Volunteer of 4th Quarter 2023**



**Jera Newland**

Member Services Manager - Eureka Downtown

In 4th quarter 2023, Jera gave her time and energy to nine organizations for a total of 64 hours, and for the year 2023, volunteered a total of 230 hours! In addition to encouraging her whole team to volunteer, she is on the Board for Cancer Crushers, helped out with Coats for Kids, Friends of the Fair, multiple local schools, Kiwanis, and the Eureka Chamber of Commerce. Thank you, Jera, for consistently embodying our "People Helping People" approach and for all you do for our community!

**FRAUD ALERT**

Beware of computer pop-up messages! Scammers use these to try and obtain your personal information. Many pop-up scams start with an alarming message on your screen that tells you to call a number immediately for "help." During the call scammers pose as tech-support reps who ask for personal information such as account numbers, email and mailing addresses, and info about debit and credit cards. Don't give them any information! Hang up and monitor your account for any suspicious activity. Visit [coastccu.org/security](http://coastccu.org/security) and [ftc.gov](http://ftc.gov) to learn about how to protect yourself.



LET YOUR HOME EQUITY

**WORK FOR YOU**

Centralize all of your financial commitments into one low-rate Home Equity Line of Credit (HELOC), another way YOU are central.

For a limited time  
**5.99% APR**

Promotional Variable Rate in effect until 12/31/24  
(Current variable rate 8.50% APR)

Deadline to apply is 5/31/24 **No points & no fees!**

All loans subject to approval of credit, income verification and property valuation. APR is Annual Percentage Rate, and 5.99% is the current promotional APR for owner-occupied (not manufactured homes) home equity lines from \$25,000 up to \$200,000, and 80% combined loan-to-value (CLTV). After 12/31/24, the APR will adjust to the variable rate offered at that time, which may not increase more than 6% over or decrease below 8.50%. A \$25,000 draw and 15-year amortization terms. No-fee offer is not applicable for third party fees which may be required. Minimum 650 FICO score required. Additional terms and conditions may apply.

Apply Online or Talk to a Mortgage Loan Services Officer!



[coastccu.org](http://coastccu.org)

**HOLIDAY CLOSURES:**

**Saturday - Monday, May 25-27**  
Memorial Day Weekend  
Bayshore Mall location open  
All other locations and Member Support closed

**Wednesday, June 19**  
Juneteenth  
Bayshore Mall location open  
All other locations and Member Support closed

**MEMBER EVENTS:**

**2024 Member Shred Days: 10am - 1pm**

**May:**  
Monday, 6 Weaverville  
Friday, 10 Hoopa  
Friday, 17 McKinleyville

**June:**  
Friday, 7 Crescent City  
Saturday, 8 Fortuna  
Friday, 21 Eureka Harrison

**July:**  
Friday, 12 Arcata Uniontown

**August:**  
Friday, 23 Arcata Giuntoli

**September:**  
Friday, 20 Eureka Downtown

**October:**  
Friday, 25 Eureka Harrison

**CREDIT UNION QUIZ**

Answer the question below and send it to [marketinginfo@coastccu.org](mailto:marketinginfo@coastccu.org) by Tuesday, April 30, and you could win a \$25 CCCU gift card!

Question: What's the deadline to apply for a Home Equity Line of Credit to get the low promo rate?

Check back in the next Coastline Quarterly for the answer. Good luck!

Congratulations to Dave, who won last quarter's quiz with the answer, "\$11,500" for the total amount purchased by CCCU from local businesses for service award employees.

"I'm new to Coast Central and just got my first loan. It was so easy, they helped me with every step!"

-Collin



SPRING 2024

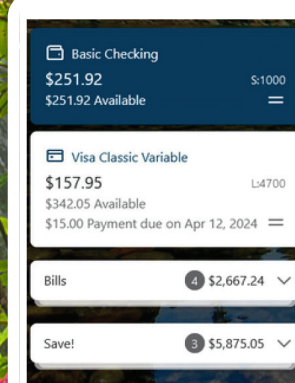
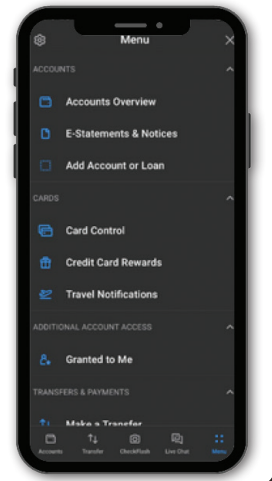
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Quarterly

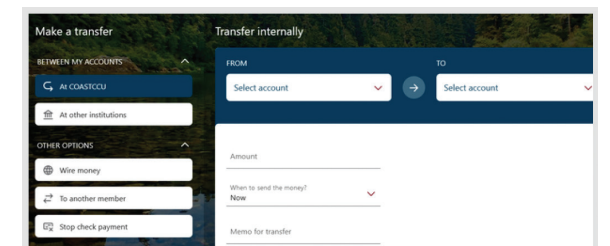
Welcome to Our New Online & Mobile Banking!



Check out the Menu on our new BLUE Mobile app!



Check your balances at a glance and customize your Online Banking experience using our new account organizing function!



Make transfers easy with options including transfers between your accounts, to other members, and to accounts at other institutions.

Enroll today in our next-level digital banking experience! Questions? Visit [coastccu.org/digital-upgrade](http://coastccu.org/digital-upgrade)

## From the President

I hope this finds you enjoying the benefits of our new Online and Mobile Banking system! The result of three years of development and testing, then more testing, by teams throughout the credit union, this next-level digital platform offers many features not available to members previously. There will be more enhancements in the future as we remain steadfast in our aim to exceed your expectations. If you haven't given it a try, I encourage you to do so right away, either by downloading the new blue app on your app store or visiting [coastccu.org](http://coastccu.org).

As we do each year at the Annual Meeting, the Board shared results in February from the previous year. 2023 was a mixed bag of events, with the ongoing effects of COVID-19, Russia's invasion of Ukraine, which exacerbated inflation, the collapse of Silicon Valley Bank, and turbulence in the Middle East. Despite missing a few of our financial goals, I am proud of the tremendous efforts and accomplishments of all of our teams.

### At 12/31/23:

Total Assets:	\$2.050 billion, up 0.55%
Total Shares:	\$1.809 billion, down 0.73%
Total Loans:	\$948.8 million, an increase of 7.23%
Total Membership:	77,611, an increase of 1,116 or 1.46% in an area with stagnant population growth

More 2023 information is available in our Annual Report at [coastccu.org/community/news](http://coastccu.org/community/news) or at any Member Services Branch.

### Election Results

Also shared at our Annual Meeting were the results of our recent Board of Directors election. Congratulations to:

- Matt Wakefield, Del Norte County member
- Terry Anne Meierding, Trinity County member
- Ron Rudebock, current Board Chair
- Dane Valadao, a McKinleyville resident

And on our volunteer Supervisory Committee for a three-year term is Paula Mushrush. Thank you to all who voted. More information is available on our Elections page at [coastccu.org](http://coastccu.org).

### Survey Results

One of the many ways you have to provide feedback about your Coast Central experience is through two surveys we send to thousands of members each year. These are an excellent opportunity, through a wide variety of questions, to hear how we are meeting your expectations and what suggestions you have. Every member comment is read by myself and each vice president. Thank you to those of you who take time to weigh in. 2023 results include:

- ✓ 94.2% overall member satisfaction
- ✓ 77% state they are "members for life"
- ✓ 76% of members state we are your primary institution (71% for other high performing credit unions)

**Jim Sessa**  
President/CEO



In our internal survey, nearly 90% of employees stated they are proud to work for Coast Central. Overall, outstanding results. Thank you to all members who participate during the year, and a reminder to use Comment Cards in our locations or visit [coastccu.org/contact-us](http://coastccu.org/contact-us) for the various ways you can share your feedback at any time.

### Member Advocacy

I recently returned from travel to Washington, D.C. and the Governmental Affairs Conference, joining 6,000 other credit union leaders to advocate to lawmakers and regulators for credit unions and members, in particular these pending laws which we strongly oppose:

- **Credit Card Competition Act, HR 3881/S. 1838.** This bill would further regulate the credit card process and create an opportunity for weak cybersecurity networks, leaving your data vulnerable to fraudsters. Cybersecurity expenses are increasing, and credit card fraud is a significant issue. Financial institutions cover the cost of fraud detection, but this act will make it harder for us to protect our members' credit cards.
- **Consumer Financial Protection Bureau (CFPB) Overdraft Protection proposed rule.** The CFPB seeks to restrict or eliminate a vital financial tool that members use to stay afloat through challenging financial times. Overdraft Protection (Courtesy Pay) is not a "junk fee," it is a Consumer Opt-in Protection Service that the members we've spoken to want to keep. Here's some examples from a recent survey:
  - "I like it for emergencies; things come up and it's good to be able to not be strapped for cash."
  - "I needed the extra cash to leave an abusive partner. I will never forget that small grace I was given at a time I needed it most."
  - "It's been very helpful during these hard times."

We encourage you to join us in reaching out to our state representatives to express concerns: [votervoice.net/CALCUL/Campaigns](http://votervoice.net/CALCUL/Campaigns)

In closing, we are excited to wrap up our Fortuna expansion project and invite you to stop by when you can. We'll hold an Open House in the near future.

Thank you for your continued loyalty and here's to a happy, healthy 2024. We remain committed to providing you personalized service that is second-to-none.



### Teaming up in the Sun!

CCCU employees from across the credit union came out in full force for the 58th annual Trinidad to Clam Beach Run! CCCU volunteers passed out water bottles, and some participants made the 5.75 mile trek, crossing a very high Little River in support of the Trinidad Chamber.



### Rockin' the 80's!

Soroptimist International of Eureka hosted an 80's themed Murder Mystery night benefiting its various programs for women and girls. Not only were we proud to be a major sponsor but team members from across the credit union came out to attend, including Bayshore Manager Lisa Landry, Information Systems Manager Camille Riggs, Cash Vault Teller Sierra Pifferini, and Willow Creek New Accounts Rep Samantha Boyd. *Not pictured: CEO Jim and Julie Sessa.*



### Off to Oxford!

We were proud to sponsor Arcata High for the second year in a row for students to travel to the University of Oxford, England to participate in the International Symposium on School Based Family Counseling. These students are learning how to teach coping skills and disaster preparedness to all high school students in Humboldt County, who can then assist their families and community. Students and counselors accepted a \$5,000 donation toward their trip.



### New Youth Center Breaks Ground

AVP Member Services Branches Trina Cardoza (right) and Willow Creek Manager Sarah Scott (2nd from right), are part of the Board of Dream Quest Youth Partnership. The group recently celebrated the official groundbreaking of its new Youth Center in Willow Creek. Dream Quest provides healthy enrichment activities, work experience and career planning, and more. CCCU has been a proud supporter for years, donating our company van a few years ago and more recently a grant to assist with the Center's construction.



### Panther Football for the Win!

When McKinleyville High Football coach Fel Barlow requested much-needed help to replace aging equipment to keep his athletes safe, we jumped at the opportunity. Presenting a check for \$1,000 are (center left) football mom/CCCU service tech Jessica Reeves and (center right) our McKinleyville Manager Danielle Pierson, with Coach Barlow in the middle surrounded by players.



### Jeans Day Gives Big

Our January Jeans Day benefitted Cumbre Humboldt, with our amazing employees collectively donating \$450 to this local non-profit. The organization is dedicated to seeking and promoting educational opportunities for Latinx families and individuals throughout Humboldt County. Pictured is Arcata Giuntoli Manager Sarah Hiller (left), who has fostered a partnership of support with the group, presenting the check to Cumbre Humboldt's President Lucy Salazar.