

May 1, 2025

Park City Credit Union Highlights Innovation and Community Impact at 2025 Annual Meeting

MERRILL, WISC. — Park City Credit Union members, staff, and board members came together on April 28, 2025, to celebrate a year of innovation, growth, and community service. Reflecting the theme “**Impressing You – Every Time, Every Touchpoint,**” the 2025 Annual Meeting highlighted the credit union’s accomplishments and future plans.

2024 was a year of both innovation and connection for Park City Credit Union. It marked the first full year offering remote video banking, in-branch video services, and Interactive Teller Machines (ITMs). These enhancements allowed members to enjoy faster, more convenient service without sacrificing the personal touch that defines Park City Credit Union.

In her address to members, CEO Val Mindak reflected on the credit union’s focus, saying, “*‘Impressing You’ isn’t just a theme — it’s the foundation of everything we do. I’m incredibly proud of what we accomplished in 2024, a year filled with innovation, growth, and unwavering commitment to serving you better.*”

Park City Credit Union reported total asset growth to **\$357.9 million** and paid out **\$3.3 million** in dividends to its members.

Beyond financial achievements, the credit union also deepened its community investment. The Park City Cares Foundation provided more than **\$10,400** in scholarships, educational programs, and food assistance in 2024. Park City Credit Union staff logged over **1,000 volunteer hours** supporting hundreds of local organizations. During the Annual Meeting, the credit union also announced a **\$500 donation** to the Park City Cares Foundation, underscoring its continued commitment to community service.

“We’ve continued to invest in our communities by supporting hundreds of local organizations, helping make a real difference where we live and work,” Mindak added.

Members interested in detailed financial performance can refer to the annual report, which outlines comprehensive financial statements and the strides made in digital banking to ensure seamless service. The full Annual Report is available on their website at www.parkcitycu.org or pick up a copy of the Annual Report at any Park City Credit Union Branch.

As Park City Credit Union looks ahead, it remains dedicated to “Impressing You” and making every interaction count.

About Park City Credit Union:



CEO Val Mindak presents \$500 donation to
Park City Cares Foundation Board Member

Park City Credit Union is a member-owned financial cooperative providing financial services to over 24,000 members who live, work or own land in Forest, Iron, Langlade, 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.