

**Mission Statement:** "United Way collaborates with partner agencies to strengthen and improve Health, Education and Income Stability in Southeast Alaska."

**United Way of Southeast Alaska  
Board of Directors Meeting**

**Thursday, August 21, 2014  
5:15-7:00 PM**

**United Way of Southeast Alaska 3225 Hospital Drive, Suite 201**

**Teleconference: (800) 315-6338, Code: 32251#**

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- I. CALL TO ORDER and INTRODUCTIONS** –Chair Crane
- II: APPROVAL OF AGENDA** – Corrections/Additions
- III: APPROVAL OF MINUTES** – Corrections/Additions  
August 07, 2014 Board meeting minutes
- IV: PRESENTATIONS** –
- V: COMMITTEE REPORTS**
  - Resource Development –
  - Finance Committee - Mark Mesdag, Treasurer, July Finance Statement
  - Campaign Committee –
  - Governance Committee
    - Board Development Committee – Rustan Burton
    - Personnel Committee –Bill Peters, Ann Gifford
    - Education Committee – Robbie Stell, Ann Gifford
    - Income Stability Committee – Gail Dabaluz, Jaysen Katasse
- VI: STRATEGIC PLAN UPDATE** –
- VII: OLD BUSINESS**
  - 2014 Fall Campaign discussion - Campaign chair/co-chair ideas
  - Juneau Rotary Capital Brewfest obligations and committee representative from UWSEAK
- VIII: NEW BUSINESS**
- IX: CHAIR REPORT** – Karen Crane
- X: PRESIDENTS REPORT** – Wayne Stevens
- XI: BOARD MEMBER COMMENTS**
- XII: ADJOURNMENT**

**Next Meeting September 18, 2014**

<b>2014 Board Member Attendance</b>																<b>%</b>		
<b>Board Term Ends</b>	<b>First Name</b>	<b>Last Name</b>	<b>1/31</b>	<b>2/6</b>	<b>2/20</b>	<b>3/20</b>	<b>4/10</b>	<b>4/17</b>	<b>6/19</b>	<b>8/7</b>	<b>8/21</b>	<b>9/18</b>	<b>10/16</b>	<b>11/20</b>	<b>12/18</b>	<b>Attend</b>	<b>X's</b>	<b>Total</b>
Jan - 2014	Mary	Becker	X	X	X	X	X	E	X	E						75%	6	8
Jan - 2016	Rustan	Burton	X	X	X	E	X	X	E	E						63%	5	8
Jan - 2015	Karen	Crane	X	X	X	X	X	X	X	X						100%	8	8
Jan - 2017	Gail	Dabaluz	X	E	X	X	E	E	E	X						50%	4	8
Jan - 2016	Ann	Gifford	E	X	X	X	X	X	X	X						88%	7	8
Jan - 2015	Rosemary	Hagevig	E	E	X	X	E	X	X	X						63%	5	8
Jan - 2016	Nicole	Hallingstad				X	E	X	E	E						40%	2	5
Jan - 2015	Erin	Hester	E	X	X	A	X	X	E	X						63%	5	8
Jan - 2014	Jaysen	Katasse	E	E	X	X	X	X	E	X						63%	5	8
Jan - 2016	Mark	Mesdag	X	X	X	X	E	X	X	X						88%	7	8
Jan - 2017	Bill	Peters	X	X	X	X	X	E	X	X						88%	7	8
Jan - 2016	Robbie	Stell	X	E	E	X	X	X	X	E						63%	5	8
Jan - 2015	Sheryl	Weinberg	E	E	E	X	E	X	X	E						38%	3	8
Total Board			18	13	13	14	13	13	13	13						0	0	4
Attendance			10	8	11	12	8	10	8	8	-	-	-	-	-			
Average Percentage attending			56%	62%	85%	86%	62%	77%	62%	62%	###	###	####	####	####	61%		
	X = Attended																	
	T = Teleconferenced in																	
	E= Excused																	
	A=Absent																	

## United Way of Southeast Alaska Board of Directors Meeting

Thursday, August 07, 2014  
5:15-6:55 PM

United Human Services Conference Room 3225 Hospital Drive, Suite 101, Juneau, AK

### Board Members in Attendance

Board Members in Attendance					
X	Karen Crane - Chair	X	Erin Hester		<b>Staff</b>
E	Mary Becker - Past Chair	T	Jaysen Katasse	X	Wayne Stevens
E	Rustan Burton – Chair Elect	E	Robbie Stell	X	Anne Flaherty
X	Mark Mesdag –Treasurer	E	Sheryl Weinberg		
X	Bill Peters– Secretary				<b>Guest(s):</b>
X	Gail Dabaluz				
X	Ann Gifford				
X	Rosemary Hagevig				
E	Nicole Hallingstad				
Legend: X = present    E = excused absence    T = teleconference    A=absent					

#### Call to Order and Introductions

Chair Crane called the meeting to order at 5:20PM. A quorum was established with eight board members present.

#### Approval of Agenda

**Motion: Board Member Peters moved to approve the August 07, 2014 Agenda as presented. Board Member Hagevig seconded.**

Chair Crane asked if there were any objections to adopting the agenda as presented.

There were no objections to the adoption of the agenda.

**With no objections, the agenda was adopted as presented.**

**Motion: Board Member Peters moved to approve the minutes from the June 19, 2014, Board of Directors meeting. Board Member Gifford seconded.**

**The motion was approved unanimously.**

**PRESENTATIONS** – None

#### Committee Reports

##### Resource Development

##### Finance Committee – Mark Mesdag

Treasurer Mesdag reported on the June and July finance statements. The finance committee had met to review the June and July statements on Monday, August 4. A copy of their meeting minutes was included in the board packet. Year to date comparison shows the campaign continues to be slightly down from last year but down significantly from what was projected in the budget. Treasurer Mesdag expressed some grave concerns that the Board needed to know that if we did the same level of campaign activity over the next two years, we would have trouble continuing operations at that point.

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**Motion:** Board Member Hagevig moved to accept the June and July Finance Statements as presented. Motion seconded by Secretary Peters.

**With no further discussion of the June and July Finance Statements, the motion was approved unanimously.**

## **Campaign Committee –**

Treasurer Mesdag and Secretary Peters reported on the conversation and discussion of the Finance committee from Monday the 4<sup>th</sup>. Treasurer Mesdag reported on efforts to review past donor lists to see if we have major donors that are no longer participating and working on ways to re-engage those donors. The finance Committee also reviewed the proposed lease agreement for new space in the United Human Services building and recommended that the board approve the lease.

## **Governance Committee**

**Personnel Committee – Bill Peters**

**Board Development Committee – Rustan Burton**

## **Community Impact Grant Committee – Erin Hester and Ann Gifford**

Co-Chair Gifford reported on the meeting of the Community Impact Grant committee that had taken place earlier that afternoon. She reported that there had been 17 grants submitted requesting over \$39,000 in grants. One grant application was withdrawn due to the closure of the Puddle Jumpers Day Care facility. She reported on the grants awarded in the amount of \$15,000. Letter notifying all grant recipients would be sent out and a press release would be sent out announcing the grant awards.

## **Income Stability – Jaysen Katasse, Gail Dabaluz**

Board Member Dabaluz reported on the meeting with Board Member Katasse as they continued a discussion on ideas and opportunities to engage with other organizations like the VITA tax preparers program.

## **Education Committee – Ann Gifford**

Board member Gifford reported on a meeting of the Education Committee. She and Board member Stell would be meeting with Heather Mitchell who was stepping down as the Reading Tutor Coordinator as she has accepted full time employment with the University of Alaska Southeast. They would be discussing the reading tutor program and how best to move forward.

## **Old Business**

### **2014 Fall Campaign – Bill Peters**

Secretary Peters led the conversation and noted that it was imperative that the Board begin the process of planning for a strong campaign this fall. He noted that it would require full participation and engagement of all the board members. Treasurer Mesdag asked board members if they had reviewed the 2013 annual report that had recently been sent out as an insert in newspapers across the region. He noted that it had a great list of donors and the organizations accomplishments that will be helpful as board members work on the fall campaign.

There was lengthy discussion about marketing efforts and President Stevens reported on upcoming activities, including being a sponsor of Chamber lunches for the month of September, a presentation to the Chamber on September 11, working to engage all of our partner agencies in helping spread the word about the campaign and using the campaign video this year as a part of the presentation process.

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Stevens also shared a draft of the 2014 campaign brochure. Treasurer Mesdag, Secretary Peters, Board members Gifford, Hagevig, Chair Crane agreed to serve as the Internal Campaign committee. The committee agreed to meet on Monday August 11 to begin planning strategies and outlining plans for the fall campaign.

## New Business

### **Approve recommendations of the Community Impact Grant Committee**

Co-chairs Hester and Gifford reported on the Community Impact Grant committee recommendations. The Committee recommended board approval of their recommendations. Those recommendations are: The recipients and their projects are listed below:

#### **Education**

- Association for the Education of Young Children - Southeast Alaska (AEYC-SEA) received \$2,500 for their All Aboard for Early Literacy project.
- Juneau Family Health and Birth Center received \$1,250 for Building Strength in Families: Community Parenting Classes.
- SERRC (Southeast Regional Resource Center) received \$1,250 for their Family Literacy Center at Gruening Park.

#### **Income**

- Helping Hands received \$750 for the acquisition of a new freezer.
- Sitkans Against Family Violence received \$2,500 towards Sitkans Against Family Violence.
- Southeast Alaska Independent Living (SAIL) received \$1,500 for rural community outreach.

#### **Health**

- Alaskan AIDS Assistance Association received \$750 for the Alaska Syringe Access Program.
- Discovery Southeast received \$1,000 towards their Accessing Nature to Build Resiliency pilot program.
- NAMI Juneau received \$1,250 towards their peer to peer training project.
- Shepherd of the Valley received \$1,500 towards their summer lunch program.
- Women in Safe Homes (WISH) in Ketchikan received \$750 toward their family preservation and reunification program.

**Motion: Board Member Hester moved to accept the recommendations of the Community Impact Grant committee. Motion seconded by Board Member Hagevig. The motion was approved unanimously.**

### **United Human Services Lease for Office space**

President Stevens reported on the proposed lease for space in the United Human Services (UHS) Nonprofit Center. He outlined a bit of the history of the UHS, the premise behind the facility, his proposal to move into a suite of offices on the first floor, and a bit of the discussion about lease costs. It had been pointed out to him that the Indemnification clause in the lease was of concern. He noted that improvements would need to be completed before any move could take place. With concurrence of the board the item was set aside until further clarification about the Indemnification clause could be cleared up. The Board directed Stevens to explore what other space was on the market that might meet our needs.

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### Chair Report - Chair Crane

Chair Crane thanked everyone for their participation and looked forward to the committees beginning their meeting process and discussion. She noted that she would be out of town on AML business from 8/13 thru 8/17.

### President's Report

President Stevens then pointed out correspondence in the board packets, including his July activity reports, a thank you letter to the Klein Trust, notice from United Way Worldwide that our membership requirements for annual filings are complete, and a flyer and activity report from Planned Parenthood. He passed around a draft copy of the 2014 Campaign brochure for board member review. He noted that our AmeriCorps volunteer Samantha Ortiz had completed her term of service on July 31 and the next AmeriCorps volunteer would join the organization in mid-September. He reported that he would be developing the FY 2015 budget as the fiscal year ends on August 31. He reported on the closure of the Puddle Jumpers Day Care facility by Catholic Community Services and the closure of the SEARHC day care facility in Sitka. He noted that our MASST Volunteer was back after an extended absence to deal with personal issues.

### Board Member Comments

Board member Hagevig noted a couple of corrections that needed to be made to the draft campaign brochure. She also indicated that she would be willing to host a gathering of the board at her home after Labor Day.

Board member Dabaluz reported that CCT&H has a managers meeting on August 19 that United Way should be prepared to present campaign information to the managers.

Treasurer Mesdag suggested that we should hand out copies of the recently published annual report to donors. He also suggested that Board members should activate their Fred Meyers Rewards card and sign up for Amazon Smiles Rewards to make contributions to United Way by the companies when they shop at those two retailers.

Board member Gifford reported on Board Member Katasse and her participation with the Downtown Improvement Group's clean-up efforts of the downtown core area.

### Adjournment

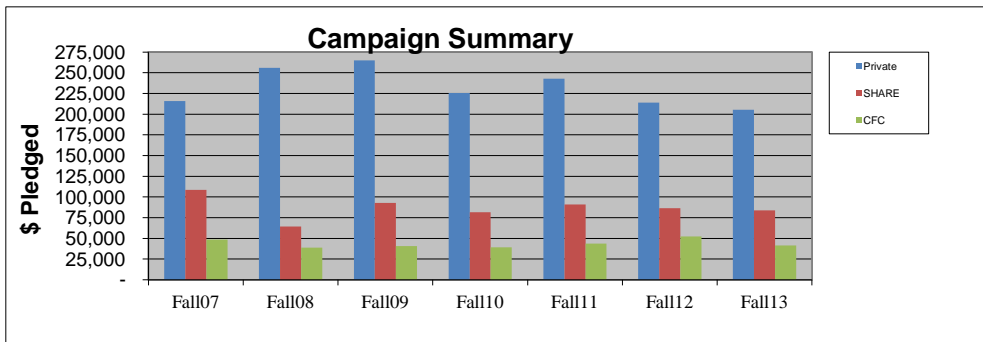
Chair Crane adjourned the meeting at 7:00 PM

**United Way of Southeast Alaska  
Financial Summary  
July 31, 2014**

	Year to Date Actuals	Year to Date Budget	Variance
<b>Revenues</b>			
<b>Fall 12 Campaigns</b>			
Private Cpgn to UW	111,683	211,830	(100,147)
Community Impact Revenue	24,669	26,095	(1,426)
SHARE Cpgn to UW	2,059	9,000	(6,941)
CFC to UW	1,474	5,500	(4,026)
Uncollectible Pledge Expense	-	(9,572)	9,572
15% from private cpgn	10,369	14,043	(3,674)
<b>Subtotal Campaign</b>	<b>150,255</b>	<b>256,896</b>	<b>(106,641)</b>
<b>Non-Campaign Income</b>	<b>41,055</b>	<b>58,111</b>	<b>(17,056)</b>
<b>Total Revenues</b>	<b>191,310</b>	<b>315,007</b>	<b>(123,697)</b>
<b>Expenses</b>			
Human Resources	143,020	158,936	15,916
Travel & Training	4,444	8,404	3,960
Community Impact	-	20,000	20,000
Other Expenses	124,218	109,013	(15,205)
<b>Total Expenses</b>	<b>271,683</b>	<b>296,353</b>	<b>24,671</b>
<b>Net Income (Loss)</b>	<b>(80,372)</b>	<b>18,654</b>	<b>(99,026)</b>

**Liquidity (Current Ratio)**

<b>Assets, Liabilities &amp; Equity</b>		<b>Liquidity (Current Ratio)</b>	
		Current FY	Prior FY
<b>Assets</b>		<b>August</b>	2.17
Cash	192,419	<b>July</b>	2.13
Accounts Receivable	134,004	<b>June</b>	2.22
Other	550	<b>May</b>	2.37
<b>Total Assets</b>	<b>326,973</b>	<b>April</b>	2.61
<b>Liabilities &amp; Equity</b>		<b>March</b>	2.28
Agency Designations Payable	173,469	<b>February</b>	2.39
Other	20,215	<b>January</b>	1.97
Equity	133,289	<b>December</b>	2.20
<b>Total Liabilities &amp; Equity</b>	<b>326,973</b>	<b>November</b>	2.27
		<b>October</b>	1.68
		<b>September</b>	2.46
			2.06



**Campaign Collections**

	Private	SHARE	CFC	TOTAL
<b>Fall 13</b>				
<b>Total Campaign Pledges</b>	<b>205,482</b>	<b>83,959</b>	<b>41,504</b>	<b>330,944</b>
Designated to UW	136,353	2,059	1,474	139,886
Designated to Agencies	69,129	81,900	40,029	191,059
Total Collections to date	126,141	43,414	17,140	186,695
% Collected	61%	52%	41%	56%
<b>Fall 12</b>				
<b>Total Campaign Pledges</b>	<b>213,870</b>	<b>86,575</b>	<b>52,555</b>	<b>353,000</b>
Designated to UW	152,070	7,854	4,791	164,715
Designated to Agencies	61,800	78,721	47,764	188,285
Total Collections to date	235,292	83,566	44,387	363,245
% Collected	110%	97%	84%	103%