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| --- | --- | --- | --- | --- | --- | --- |
| **Board Members in Attendance** | | | | | | |
| X | Warren Russell- Chair | X | Brittany Pace |  | **Staff** |
| T | Mark Mesdag - Past Chair | X | Chris Pace | X | Wayne Stevens |
| X | Jennifer Treadway- O'Dea – Secy. | E | Fred Parady | X | Kaylee Matheny |
| X | Karmen Bowman-Treasurer | X | Millie Ryan |  |  |
| X | Kendri Cesar | X | Tom Sullivan |  |  |
| X | Robbie Stell | X | Karen Wright |  | **Guest(s):** |
| E | Joy Lyon |  |  | X | Dr. Jenny Fremlin |
|  |  |  |  |  |  |
| Legend: X= Present E= Excused Absence T= Teleconference A= Absent | | | | | | |

**Call to Order and Introductions-**

Chair Russell called the meeting to order at 5:19 PM. A quorum was established with 11 members present.

**Approval of Agenda -**

**Motion: Secretary Treadway-O’Dea moved to adopt the agenda as presented. Board Member Brittany Pace seconded the motion.**

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

Members expressed no objections to the adoption of the agenda as presented.

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

**Approval of Minutes-**

**Motion: Secretary Treadway-O’Dea moved to approve the minutes of the December 14th, 2018 and February 15th, 2018 Board of Directors meeting. Board Member Brittany Pace seconded the motion.**

**Motion to approve minutes as presented was approved unanimously.**

**PRESENTATIONS-**

**Update on United Way Social Media Efforts-** Dr. Jenny Fremlin, PhD, Media Psychology

Fremlin gave board members an overview on how social media can be used by UWEAK as a way to encourage people to donate and volunteer, promote UWSEAK related events, gain exposure, and much more. The main goal of social media is getting the right information to the right people. With three Facebook accounts to manage, UWSEAK is lacking effectiveness. Fremlin has been working to combine and create one main account (United Way of Southeast Alaska) with multiple pages (Youth Connect, AmeriCorps, and Common Thread). By combining these accounts, UWSEAK will save time and reduce the number of posts needed.

**COMMITTEE REPORTS-**

**Resource Development:**

**Finance Committee-** Karmen Bowman, Chris Pace, & Mark Mesdag

Members from the finance committee explained to the UWSEAK financial statement looks bad in comparison to our numbers from last year. However, the finance committee members are hopeful that the numbers will start to rise given that several donors have not contributed yet, workplace campaigns are still in process, and the accountant has been out due to medical issues which is causing a delay in entering pledge and donation information into ANDAR.

The finance committee also discussed was the removing of the AmeriCorps finances from the monthly finance report and creating a separate report so that members can see related revenue and expenses given that the AmeriCorps program is currently being reported as an expense on the finance report. Committee members also mentioned creating a donor spreadsheet so that all board members can see who has donated and who has not donated, so that board members can identify individuals and organizations on the donor spreadsheet that they may know personally and encourage them to support UWSEAK.

**Campaign Committee-** Kendri Cesar & Mark Mesdag

Committee members reminded the board to continue to contact organizations and offer to have UWWSEAK give a presentation. If board members are uncomfortable with public speaking, they are still encouraged to get involved and attend future presentations. In addition, board members are encouraged to identify organizations that have not been contacted and connect with them about supporting UWSEAK.

**Events Committee-** Brittany Pace, Jennifer Treadway-O’Dea, & Karmen Bowman

Board Member Pace discussed the different level of sponsorship – Bronze, Silver, and Gold – for the upcoming comedy show and explained what sponsors may receive at each level. Pace also discussed the idea of selling VIP access tickets in addition to regular admission tickets. The VIP access tickets would give purchasers the chance to go backstage before or after the show, meet the comedian, and have a photograph taken with the comedian.

The committee also discussed the upcoming Cruise for a Cause event and the need to find an individual that would be interested in being the guest star. Once an individual has officially committed to the event, UWSEAK will start promoting the event.

**Governance:**

**Board Development Committee-** Warren Russell & Mark Mesdag

Chair Russell announced that Tom Sullivan with First National Bank Alaska is excited to start his new role on the board. Russell also announced that the bank donated over $10,000 in employee and corporate donations toward the campaign.

With the newly elected board members, UWSEAK only has one spot left unfilled. Chair Russell explained that he is hoping to find someone that has a big influence in the medical industry, which is currently not represented.

**Personnel Committee-** Warren Russell, Jennifer Treadway-O’Dea & Brittany Pace

No report.

**STRATEGIC DISCUSSIONS-**

As discussed at the last board meeting, Chair Russell wanted members to read over the strategic plan so that everyone would be able to help work on and accomplish goals outlined in the strategic plan. Board members briefly discussed:

* Fund Development:
  + Board members that training can be put on hold.
* Fundraising Ideas:
  + Board members upcoming fundraising events such as the comedy show and Cruise for a Cause. Board members will also need to start thinking about the Day of Caring in Juneau, Sitka, and Ketchikan. Chair Russell expressed his interest in eventually introducing a Day of Caring event in other towns across Southeast.

**OLD BUSINESS-**

No old business.

**NEW BUSINESS-**

**Code of Ethics (Conflicts of Interest)-**

Board Member Cesar went through the Code of Ethics and Conflicts of Interest forms with board members. If a board member has a conflict of interest, it is up to that board member to act ethically and bring the conflict forward. She also encouraged all board members to be open for discussion when it comes to a conflict of interest or appearance of conflict of interest.

Board members also talked about how they could look to UWSEAK’s partner agencies and see what they do when they have a conflict of interest that needs to be resolved and to determine if that resolution would help or be in UWSEAK’s best interest. Cesar stressed that it is better to ask for permission in advance rather than ask for forgiveness later.

Board members were told to read the Code of Ethics and to make any changes/edits that they see necessary. After reading and making changes, board members are asked to sign and bring back to the next board meeting.

**REACH 40th Anniversary Party (Purchasing of a Table)-**

UWEAK board members and staff were invited to the REACH 40th Anniversary Party. Discussion was held on whether or not board members and/or staff should purchase a table and attend the event as a group. A table costs $450 with a total of 10 seats per table; it would cost $45 for each member or $90 if a board member brings a guest.

**Motion: Treasurer Bowman moved to approve purchasing a table to the 40th Reach Anniversary Party. Board Member Stell seconded the motion.**

**Motion to approve purchasing a table to the 40th Reach Anniversary Party was approved unanimously**

**Chair’s Report-**

Chair Russell brought up the idea of talking a different board member out to lunch once a month so that he can get to know each board member better. By getting to know each other, the board can build stronger relationships, creating a better and more successful board. These lunches may also help identify the strengths of an individual board member and how he/she could best help UWSEAK going forward.

**President’s Report-**

President Stevens explained that he had hired Marie Stevens as the new AmeriCorps program manager. However, due to unforeseen medical issues, she had to turn down the position. President Stevens also explained that Sharon Cannon, the Reading Tutor, would be leaving USEAK and moving to Colorado to take care of her mother.

Two positions with UWSEAK are current available and President Stevens is taking any recommendations from board members. An email of the job descriptions can be sent to those members that have a recommendation.

**Board Member Comments-**

Board Member Ryan announced that she will be retiring at the 40th REACH Anniversary Party, but would like to stay on the Board of Directors until the end of her term.

Chair Russell announced that both he and Board Member Parady had their first grandchild in the last couple of weeks.

**Adjournment-**

Chair Russell adjourned the meeting at 6:39 PM.