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| **Board Members in Attendance** | | | | | |
| E | Mark Mesdag - Chair | E | Joy Lyon |  | **Staff** |
| E | Karen Crane – Past Chair | X | Brittany Pace | X | Wayne Stevens |
| X | Warren Russell – Chair Elect | E | Chris Pace | X | Kaylee Matheny |
| X | Jennifer Treadway O'Dea – Secy. | E | Fred Parady |  |  |
| E | Karmen Bowman, Treasurer | X | Millie Ryan |  |  |
| X | Kendri Cesar | X | Robbie Stell |  | **Guest(s):** |
| E | Rosemary Hagevig |  |  |  |  |
|  |  |  |  |  |  |
| Legend:    X = present           E = excused absence         T = teleconference A=absent | | | | | |

**Call to Order and Introductions**

Chair Elect Russel called the meeting to order at 5:22 PM. With only 6 members present, a quorum was not established.

**Approval of Agenda**

**Motion:** No adoption of the agenda. With no quorum, voting of all business will have to be done at

the next board meeting.

**Approval of Minutes**

**Motion:** No approval of minutes.

**PRESENTATIONS**

**Campaign Giving Discussion**

**COMMITTEE REPORTS**

**Resource Development:**

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

Due to Veterans Day holiday, there was a delay in getting the October financial statement.

**Campaign Committee - Chair Mark Mesdag, Chair Elect Warren Russell, Secretary Jennifer Treadway-O’Dea, Kendri Cesar, Co-chair Tom Sullivan & Co-chair Peggy**

No report.

**Events Committee - Brittany Pace, Secretary Jennifer Treadway-O’Dea, Rosemary Hagevig, &Treasurer Karmen Bowman**

Orca Point Dinner Cruise is set for Wednesday, May 2, 2018. With a set date, UWSEAK is now in search for a guest speaker. As part of a discussion among board members, Michaela Goade, illustrator of several books in Sealaska Heritage Institute’s Baby Raven Reads series, was mentioned as a potential speaker. With a goal of trying to get millennials more involved in giving, Michaela could potentially increase turnout from millennials as well as other generations due to her popularity in Juneau.

**Governance:**

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

Chair Elect Russell talked about his training with Foraker on board and board management. From the training, he identified areas of improvement such as 1) including board terms on attendance form which would allow UWSEAK to find the best candidates, 2) identifying candidates that can fill any existing gaps with regard to social settings. Another area of improvement would be having incoming board members sign documents to be more official and to hold members more accountable for their position.

**Personnel Committee- Rosemary Hagevig & Past Chair Karen Crane**

Chair Elect Russell informed the board about how President Steven’s evaluation went and decided to share the letter with board members so everyone was well informed about the decision that was made.

**STRATEGIC DISCUSSIONS**

**Review updates and progress:**

Chair Elect Russell discussed updating the Code of Ethics and description of duties for board members as this is supposed to be done annually, but has not been updated.

**Income Stability Committee Report:**

**NEW BUSINESS - How do you define success for United Way of Southeast Alaska?**

Board members were asked to define what success looked like for UWSEAK. Board members defined success as campaign goals having been met; the steady attendance and participation of board members; healthy, financially stable, and well educated communities; broader awareness of UWSEAK, the return on investment with regard to collaboration with other agencies, UWSEAK on the forefront of everyone’s mind, and an easily recognizable brand like Rotary.

**Chair’s Report - Chair Elect Russell**

Chair Elect Russell reminded everybody to focus on the target number of connections rather than the number of dollars UWSEAK has raised so far and how much is still needed.

Chair Elect Russell also encourage board members to get involved in the presentation process for workplace campaigns, explaining that you can speak as much or as little as you would like and focusing on why you give to UWSEAK.

**PRESIDENT’S REPORT - President Wayne Stevens**

President Stevens shared that he is working with Alaska Grafix to get a commercial in movie theaters throughout Southeast Alaska. It is a 40-second-long commercial that explains why and how to give to United Way. At the end of the commercial, a text to give number will be added so those wanting to give can text GIVEUW to 313131. This will be paid using funds UWSEAK would have used to hire an AmeriCorps member, costing about $2000.00 for 11 theaters through Southeast AK. The ad will run for six weeks.

President Stevens also reported a meeting with Keith Gregory, President of Tlingit Haida Regional Housing Authority, and the discussion of the VITA tax program. UWSEAK and THRHA are partnering to provide free tax assistance to low income clients.

President Stevens ended his report by reminding board members that the UWSEAK office will be closed Thursday and Friday, November 23 and 24 for the Thanksgiving holiday. He will be traveling from Wednesday through Monday and back in office Tuesday, November 29.

**Board Member Comments**

Discussion was had on when and where the December board meeting should be held, as it is currently scheduled for December 21st, only a few days before Christmas. Discussion was had over changing the date of the meeting to December 14 and having a social meeting at someone’s house for a holiday gathering rather than a formal meeting. A poll will be given to vote on changing the date.

**Adjournment**

With no further business to conduct, Chair Elect Russell adjourned the meeting at 6:15 pm.