**Board Members in Attendance**

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| X | Karen Crane - Chair | E | Erin Hester |  | **Staff** |
| E | Mary Becker - Past Chair | X | Jaysen Katasse | X | Wayne Stevens |
| T | Rustan Burton – Chair Elect | X | Robbie Stell | X | Jennifer Treadway |
| E | Mark Mesdag –Treasurer | E | Sheryl Weinberg |  |  |
| X | Bill Peters– Secretary |  |  |  | **Guest(s):** |
| T | Gail Dabaluz |  |  |  |  |
| X | Ann Gifford |  |  |  |  |
| X | Rosemary Hagevig |  |  |  |  |
|  |  |  |  |  |  |
| Legend:    X = present           E = excused absence         T = teleconference A=absent | | | | | |

**Call to Order and Introductions**

Chair Crane called the meeting to order at 5:25 PM. A quorum was established with eight board members present or on the telephone.

**Approval of Agenda**

**Motion: Board Member Hagevig moved to adopt the agenda as presented. Board Member Katasse seconded the motion.**

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: Secretary Peters moved to approve the minutes from the November 19, 2014 Board of Directors meeting. Chair Elect Burton seconded.**

**Motion approved unanimously.**

**PRESENTATIONS** – **Report on 2014 Fall Campaign activities - Jennifer Treadway, Resource Development Director**

Providing a brief update on the 2014 fall campaign activities to date, Treadway reported that United Way of Southeast Alaska continues to make presentations and drop off packets to several local businesses and non-profit organizations. Treadway was pleased to deliver a new campaign progress that shows year to date campaign activity and pledges recorded to date. Graph shows the campaign is $15,000 ahead of the prior year activity at the same point in time with several packets out that need to be collected. Treadway also mentioned that prior to the board meeting President Stevens has received a phone call from Avista regarding a sizable corporate donation.

**Committee Reports**

**Resource Development**

**Finance Committee – Mark Mesdag**

Treasurer Mesdag reported the Finance Committee had met on December 15. Finance reports and minutes were included in the board packet. He noted we are only three months into the fiscal year and no real reflection of revenues yet. Expenses are flat and well within tolerances. Staff continues to work on developing a budget and will have it ready to present to finance committee shortly. With Ms. Treadway’s announced resignation, Stevens was looking into lower cost opportunities for providing staff insurance.

**Campaign Committee – Bill Peters, Rustan Burton**

Internal Campaign committee Chair Peters reported on campaign progress thus far.

**Governance Committee**

**Board Development Committee – Rustan Burton**

Chair Elect Burton is reaching out to board members whose terms are expiring. He asked for board members to develop suggestions for new and additional board members and forward those recommendations to him. He covered a few of the traits he thought would be important for new board members to possess. Connected in the community, willing and able to make the “ask” of others, able to open doors to connect with business owners and employers.

**Personnel Committee – Bill Peters, Ann Gifford**

Secretary Peters reported on the staff evaluation process. He and the members of the Personnel Committee met with President Stevens on Monday December 15 to discuss his evaluation and adjustments to compensation. Secretary Peters relayed that the Personnel committee would meet again after the first of the year to review a new draft of the President/CEO job description and evaluation forms and process.

**Education Committee - Robbie Stell, Ann Gifford**

Board Member Gifford reported the Education committee had met with the new Reading Tutor Coordinator Lisa Worl and Resource Development Director Treadway to discuss ideas and to offer encouragement and support for the recruitment of additional reading tutors. Minutes of the meeting were included in the packet.

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

Board Members Katasse and Dabaluz have met and continue to discuss ideas and ways to provide services and ides for the students in the school system and to include the alternative school. They have discussed ways to provide employment assistance and the concept of a Finance Reality Fair. Stevens reported on his conversations with Dawn Wesley at Tlingit-Haida Regional Housing Authority (THRA) about working with THRA staff on the VITA program.

**Strategic Plan Update –**

Stevens presented a written summary of strategic plan activities to the board. It covered the time frame from June of 2013 when the plan was adopted to December 18, 2014.

**Old Business**

**2014 Campaign discussion – Updates on campaign presentations**

Chair Elect Burton and Secretary Peters led the discussion on how board members have met their goals of contacting businesses.

**New Business**

**Board campaign giving reminder**

Chair Crane gently reminded all Board members that making a gift to United Way is an important part of their board service. Staff will provide pledge forms if needed.

**Marketing ideas – Magic Cubes**

Secretary Peters noted that when making pitches to employers to engage with United Way in the workplace giving campaign, he thought it would a good to have a leave behind piece that would remind the employer about why United Way is important and why engaging their employees in a workplace campaign is important. After some initial exploration, it becomes apparent that these marketing tools are expensive to produce. Secretary Peters asked the board if they would have any concerns about potentially including sponsors on some of the cube panels. It would be a good way to market United Way and to help defray costs of the items. Board members were receptive to the concept. Secretary Peter was going to work with the designer to bring a mock up to a future meeting so Board members could see the cube and better understand the concept.

**Select Date for January annual meeting**

Chair Elect Burton and Chair Crane solicited input from the board as to what date would work for the annual meeting. After discussion, it was decided that Saturday evening January 10th would be set as the date for the annual meeting. Staff would begin to see what was available for location of the event.

**Board Candidate Discussion**

Chair Crane will reach out to Sue Bill, Treasurer Mesdag will reach out to Karmen Bowman, Secretary Peters will reach out to Kristin Bartlett, Board member Katasse will reach out to Kelli Grummett, Board member Hagevig will reach out to Millie Ryan and Kim Champney at REACH and Board member Dabaluz will reach out to Karen Taug to gauge those individuals interest in serving on the United Way Board. President Stevens will identify three industry sectors that we should consider having representation from on the Board.

**Chair Report - Chair Crane**

Chair Crane thanked everyone for their participation and looked forward to everyone making their contacts with the companies they committed to contact. She hoped they would strongly encourage workplace campaigns be held at those businesses.

**President’s Report**

President Stevens pointed out correspondence in the board packets, including his December activity report.

He reported on campaign activity and noted we have made contact with new organizations and those interactions have been very positive. He shared a sample of the email messaging that Maria Uchytil Executive Director of the Bartlett Foundation is sending out to the hospital employee group to encourage giving as a part of their campaign activities.

**Board Member Comments**

Board members all expressed their sincere appreciation to Board member Hagevig for her hosting of the board meeting in her home. All wished everyone a Merry Christmas and Happy Holidays

**Adjournment**

Chair Crane adjourned the meeting at 7:00 PM