**Board Members in Attendance**

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| X | Mark Mesdag - Chair | X | Joy Lyon |  | **Staff** |
| X | Karen Crane – Past Chair | X | Brittany Pace | X | Wayne Stevens |
| X | Warren Russell – Chair Elect | E | Chris Pace | X | Sara Truitt |
| X | Ann Gifford– Secretary | X | Praveen Mekala |  |  |
| E | Karmen Bowman | X | Fred Parady |  | **Guest(s):** |
| X | Kendri Cesar | E | Millie Ryan | X | Samantha Dye, Dye Consulting |
| X | Rosemary Hagevig | X | Robbie Stell | X | Jennifer Treadway |
|  |  |  |  |  |  |
| Legend:    X = present           E = excused absence         T = teleconference A=absent | | | | | |

**Call to Order and Introductions**

Chair Mesdag called the meeting to order at 5:15 PM. A quorum was established with eleven members present.

**Approval of Agenda**

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

Chair Mesdag 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: Past Chair Crane moved to approve the minutes from the February 16, 2017 Board of Directors meeting. Board Member Hagevig seconded the motion.**

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

**PRESENTATIONS**

**Fund Development** **presentation – Samantha Dye, Dye Consulting**

Chair Mesdag welcomed Ms. Dye and asked Board members to introduce themselves.

Ms. Dye built on her first month’s discussion by focusing on the first premise of fundraising.

**#1 - Know your MISSION by heart (and expect others to as well)**

Mission Statement:*United Way collaborates with communities and agencies across Southeast Alaska to strengthen and inspire the Health, Education, & Income Stability of all individuals.*

**Group Dialogue:** Why should someone support United Way?

(I.e. what’s at risk if United Way ceased to exist in Southeast?)

Board members provided thoughts on the question. A copy of the dialogue and answers is attached to these minutes.

**Group Dialogue:** What do you not like about fundraising?

Board members provided thoughts on the question. A copy of the dialogue and answers is attached to these minutes.

Ms. Dye then said that before the next meeting she would try to reach out to each board member to schedule a 30-minute coaching call to further clarify their story into 2-3 sentences that shares why they are on this board.

**COMMITTEE REPORTS**

**Resource Development**

**Finance Committee – Karmen Bowman**

In the absence of Treasurer Bowman, Chair Mesdag reported that there had been a meeting of the committee the previous day. The Committee had reviewed the January Finance Statements. He reported that final numbers for the CFC and SHARE campaigns are not yet entered into the system.

**Motion: Past Chair Crane moved to approve the January Finance statements as presented. Board Member Parady seconded the motion.**

**Motion to approve January Finance statements was approved unanimously**

**Campaign Committee – Mark Mesdag, Kendri Cesar**

Resource Development Director Truitt noted that Coeur Alaska still had two more presentations to go before their campaign wrapped. Also, Fred Meyer reached out this year to invite UW to present. RDD Truitt was clarifying if Fred Meyer’s intention on “presenting” was for an actual presentation, or to simply provide materials for employees to pledge. Also, RDD Truitt noted that there may be several more “Global Corporate Leader” campaigns that post results over the next month.

**Events Committee – Orca Point Dinner Cruise May 3, 2017 – Brittany Pace**

**Governance**

**Board Development Committee – Mark Mesdag, Warren Russell**

Chair Mesdag reported that he and Chair Elect Russell had met with Jennifer Treadway on February 22, and were recommending she be elected to the board.

**Personnel Committee – Ann Gifford, Rosemary Hagevig**

No activity to report

**STRATEGIC DISCUSSIONS – Review Materials from prioritization poll**

President Stevens presented the materials from the Survey Monkey poll. The priority order of the four strategic areas of focus is as follows:

Fundraising Southeast Alaska Awareness and Outreach

Diverse, Strong, Informed Board Strengthen Partner Agency Capacity

Stevens noted the top two Key Objectives in each Focus Area. Staff will prepare a draft one sheet dashboard for the April board meeting for review by the board.

**NEW BUSINESS**

**Election of New Board Member – Jennifer Treadway**

Chair Mesdag noted that he and Chair Elect Russell had met with Ms. Treadway and were delighted to recommend Mr. Treadway for election to the board.

**Motion: Board Member Hagevig moved to ask for Unanimous Consent to the election of Ms. Treadway to the Board. Motion seconded by Secretary Gifford.**

**With no objections Ms. Treadway was elected to the Board.**

**Introduction and update on the Best Starts Initiative – Board Member Joy Lyon**

Board member Lyon shared information about the R.O.C.K Juneau collective impact effort, its mission and vision. R.O.C.K Juneau is working collectively towards building a community where kids are loved, equipped and empowered. Our goal is to ensure that Juneau kids have sufficient and equitable access to resources for a healthy childhood & to end child abuse & neglect, and reduce other adverse childhood experiences.

The Best Starts is an initiative of R.O.C.K Juneau. Best Starts for Juneau Kids: Building Our Next Generation Workforce. The goals are to boost Juneau’s economy in the short term by increasing the ability of parents to enter the workforce, and in the long term by increasing kindergarten readiness and reducing adverse childhood experiences.

Best Starts “how” in a nutshell:

* + Oversee Best Starts with a coalition of government and community leaders and experts to ensure the most effective use of the funds.
  + Provide affordable family support, quality child care and pre-school to all families who want it at the lowest cost by working with families and strengthening providers.
  + For K-12: Best Starts will work with the Schools and social service organizations to create a net of services with a greater collective impact.
  + One funding possibility is to ask the Juneau Assembly to let the public vote on Best Starts for Juneau Kids - to dedicate 1/2 of 1% of the existing sales tax when it is on the ballot this October for a five-year re-authorization. This would give five years to prove this works, with NO local tax increase.

**AmeriCorps program –**

Resource Development Director Truitt updated the Board on the grant application process. RDD Truitt reiterated the application process for AmeriCorps was underway. She identified that she was looking for approximately 12 host positions and had 6 so far. Board Member Mekala noted that his organization SEARHC might be interested in three members to work on insurance connections among uninsured. RDD Truitt explained that positions like that were what she was looking for and noted that AEYC and REACH – also agencies represented on the board – were seeking members. RDD Truitt explained that we should have a funding decision April-May and hoped to then begin the process for a Program Manager.

RDD Truitt also noted that the program had the potential to expand into other Southeast Communities in future years. She would be working closely with Margy Hughes at the Serve Alaska State Commission to obtain a timeline for finalizing host sites and posting positions, with the intent of the program to have members starting end of August/ September 1st.

**Resignation of Board Member Ann Gifford**

Secretary Gifford stated that she had told Chair Mesdag in January in advance of the Annual Meeting that she would step down from the Board in March due to other prior commitments.

She would miss working with the Board and appreciated everyone’s commitment to United Way. She was willing to remain on the Education Committee.

**Motion: Past Chair Crane moved to accept with regret the resignation of Secretary Gifford from the Board. Motion seconded by Board Member Stell.**

**Motion to accept with regrets the resignation of Secretary Gifford passed unanimously.**

**Chair’s Report – Chair Mesdag**

Chair Mesdag noted that he had nothing further to report at this time. He thanked board members for staying later to accomplish the work.

**Resource Development Director Report – Sara Truitt**Nothing further to report.

**President’s Report**

President Stevens reported that he had hired a new Reading Tutor Coordinator, Sharon Cannon. Ms. Cannon is a retired educator who moved to Juneau in the past year. He noted that he has spent a number of hours in the past six months in support of the R.O.C.K. Juneau and Best Starts initiatives. He too was spending a number of hours on the AmeriCorps grant budget. He pointed out his activity report for the month of March, which was included in the packet. He appreciated the work of the board on setting the strategic direction and looked forward to working to grow the organization.

**Board Member Comments**

None

**Adjournment**

Chair Mesdag adjourned the meeting at 7:10 PM