**Board Members in Attendance**

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

**Call to Order and Introductions**

Chair Mesdag called the meeting to order at 5:20PM. A quorum was established with twelve members present or on the telephone.

**Approval of Agenda**

**Motion: Board Member Hagevig moved to adopt the agenda as presented. Board Member Stell 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: Board Member Hagevig moved to approve the minutes of the March 23, 2017 Board of Directors meeting. Board Member Stell 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 last month’s discussion by asking board members to read their statements answering the questions related to the topic “Your Fund Development TEAM - the roles you play”

1. What draws you to the mission of United Way?

2. Why are you on this board?

3. If you could observe yourself in a United Way fund development conversation, what

2-3 things would you want to hear yourself say?

Board members read their statements. A copy of the dialogue and answers is attached to these minutes.

Ms. Dye asked board members to reach out to friends and acquaintances to ask them what inspires them to give or why they give to the organizations they support. She asked that they report back at the next meeting on the response they get.

**COMMITTEE REPORTS**

**Resource Development**

**Finance Committee – Karmen Bowman**

Treasurer Bowman reported that there had not been a meeting of the finance committee as the March finance report from Anchorage had not yet been received. The committee would have a report for the May meeting.

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

Resource Development Director Truitt noted that we have finished making presentations to Coeur Alaska employees. Chair Mesdag had asked Ms. Truitt to print out a campaign report from the ANDAR system to get an idea on how the campaign was progressing for the campaign year. Chair Mesdag will connect with last year’s campaign co-chair Peggy Cowan to gauge her interest in serving in that role again for the coming year.

**Events Committee – Orca Point Dinner Cruise May 3, 2017 – Brittany Pace, Jennifer Treadway, Rosemary Hagevig, Karmen Bowman**

Board member Pace encouraged all to book their tickets to the dinner cruise with Allen Marine to Orca Point Lodge. She reported on the discussion about the silent auction. Ticket sales are picking up over the last few days. Board member Bowman has volunteered to be the MC for the evening’s festivities.

RDD Truitt noted that ticket sales for the Cruise were at approximately 29. The Waterfall and Zulu Nyala auction items could be utilized at a future date as this year’s Cruise would not feature an auction. Ms. Truitt noted that upon wrap of the Cruise event, the topic could be explored more thoroughly.

**Governance**

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

Chair Mesdag reported that he and Chair Elect Russell will be meeting in the next week or so to discuss additional opportunities to add board members from communities outside of Juneau.

**Personnel Committee – Rosemary Hagevig, Karen Crane**

No activity to report

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

President Stevens presented the draft strategic plan in a one page format showing the priority order of the four strategic areas of focus 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 be updating activity under each Focus Area to include in board packet every month.

**NEW BUSINESS**

**Election of Board Secretary – Jennifer Treadway**

Chair Mesdag noted that he and Chair Elect Russell had asked Ms. Treadway to serve as the Board Secretary. She has agreed to serve on the board in that capacity.

**Motion: Board Member Parady moved to elect Board Member Treadway to serve as the secretary to the Board. Motion seconded by Board Member Stell.**

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

**Resolution 2017-2 Add an additional check signer to the organizations bank accounts**

Stevens presented Resolution 2017 -002, a resolution of United Way of Southeast Alaska authorizing the addition of Secretary Treadway as a signer on the bank accounts at Wells Fargo Bank and Alaska USA Federal Credit Union.

**Motion: Board Member Hagevig moved to approve Resolution 2017-002 authorizing Secretary Treadway to be added as a signer on the organization’s bank accounts. Board Member Parady seconded the motion.**

**Motion to approve Resolution as presented was approved unanimously**

**990 Tax Return presentation and review**

Chair Mesdag reported that he and his staff had reviewed the organizations 990 tax return. They found everything to be in order. If any board members had questions about the tax filing to let him know.

**United Way Branding – Mission Statement Revision**

President Stevens outlined the movement of United Way Worldwide (UWW) to work towards a unified branding. With that endeavor in mind he presented the UWW Mission Statement for the boards’ consideration with a recommendation that the Board adopt it as the organizations mission statement. He referenced the presentation materials he had shared with the board at the December meeting. The purpose was to impart to all 1800 plus United Way organizations in the network that they need to be sharing the same brand credo, One Network. One Brand, One Voice. “United Way fights for the health, education, and financial stability of every person in every community. “

Discussion ensued with concerns raised about utilization of the word fights as well as concerns about not mentioning our partner agency relations. After concerns were raised, the board decided to set the item aside for further work.

**Motion: Board Member Parady moved to table the discussion on the mission statement until the May meeting. Board Member Brittany Pace seconded the motion.**

**Motion to table the discussion on the mission statement approved unanimously**

**United Way Worldwide Annual Meeting Proxy vote**

President Stevens pointed out the materials from United Way Worldwide in the packet and asked the Board to approve his action to authorize Patricia J. Turner, Esq., Secretary of United Way Worldwide to cast our proxy as indicated at the United Way Worldwide annual meeting on May 10, 2017.

Items on the agenda for action include the following.

1. Call to the 2017 Annual Meeting by Chairman John Lechleiter
2. Proxy Statement
3. Nominees to United Way Worldwide's Board of Trustees
4. Nominees to the U.S.A. National Board of Trustees
5. Minutes from the 2016 Annual Meeting
6. Voting Proxy for USA Members
7. Voting Proxy for Non-USA Members and Partners
8. Additonal Nominee - Hu Shuli, added April 11, 2017

**Motion: Board Member Hagevig moved to direct President Stevens to authorize our proxy vote for the United Way Worldwide annual meeting to Ms. Turner. Board Member Treadway seconded.**

**Motion approved unanimously.**

**AmeriCorps program –**

Resource Development Director Truitt updated the Board on the grant application process. RDD Truitt reiterated the application process for AmeriCorps was submitted, requesting 12 positions at 8 sites across Juneau. Ms. Truitt noted that it would be important for all 12 positions to be filled in order for the grant to remain viable. To that end, all 8 sites report being committed to the process. Ms. Truitt was now focused on working with Serve Alaska and Faith Lee at Sitka AmeriCorps to ensure proper timeline was followed with regard to positing positions and recruiting members. Ms. Truitt reported she has been working on a job description for the AmeriCorps Program Manager position. RDD Truitt explained that positions like that were what she was looking for, explaining that the grant application utilized data from recent Alaska ACES studies to inform the evidence portion. Ms. Truitt noted that AEYC and REACH – also agencies represented on the board – were seeking members. RDD Truitt explained that we should have a funding decision by May 17th at the latest.

**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 was working on a grant with the R.O.C.K Juneau team from the Robert Woods Johnson Foundation to support the work of the collective impact effort. The Raising Places: Building Child Centered Communities grant if awarded would bring a team of facilitators to the community to work with the R.O.C.K Juneau members. Raising Places catalyzes local momentum for cross-sector collaboration, engaging diverse partners to build healthier communities where all children and their families can thrive. Through Raising Places, Greater Good Studio will offer a catalytic process—bringing together diverse stakeholders in communities primed to move from ideas to action and to create long-term, sustainable change. Through this process, communities will explore both symptoms and root causes of local challenges, identify leverage points, and create tangible solutions that address these challenges at different levels and types of impact. The specific outcomes of our work together will vary in each community, based on the local interpretation of “healthy, child-centered community” and the challenges they want to prioritize, all of which dovetails nicely with the work of the R.O.C.K Juneau group.

Stevens pointed out his activity report and noted that he had participated in the JCF review of the Hope Fund and CBG block grant applications. The Foundation has awarded $1.833 million in grants to local organizations. He reported that the presentations for Coeur Alaska employees are completed with what appears to again be strong support from the employee group.

**Board Member Comments**

**Adjournment**

Chair Mesdag adjourned the meeting at 7:00 PM