**Board Members in Attendance**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
| X | Rustan Burton - Chair | T | Rosemary Hagevig Offline 6:15p |  | **Staff** |
| X | Karen Crane - Past Chair | E | Jaysen Katasse | X | Wayne Stevens |
| E | Mark Mesdag – Chair Elect | X | Joy Lyon | X | Sara Truitt |
| X | Bill Peters –Treasurer | X | Warren Russell |  |  |
| E | Ann Gifford– Secretary | X | Millie Ryan |  | **Guest(s):** |
| X | Sue Bill - Dept 6:22p | X | Robbie Stell | X | Angie Gross AmeriCorps |
| A | Gail Dabaluz |  |  |  |  |
| X | Kelli Grummet - Dept 6:15p |  |  |  |  |
|  |  |  |  |  |  |
| Legend:    X = present           E = excused absence         T = teleconference A=absent | | | | | |

**Call to Order and Introductions**

Chair Burton called the meeting to order at 5:22PM. A quorum was established with ten members present or on-line.

**Approval of Agenda**

**Motion: Treasurer Peters moved to adopt the agenda as presented. Board Member Russell seconded the motion.**

Chair Burton 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 Amended.**

**Approval of Minutes**

**Motion: Board Member Hagevig moved to approve the minutes from the May 21, 2015 Board of Directors meeting. Board Member Bill seconded.**

**Motion approved unanimously.**

**PRESENTATIONS** – **Angie Gross, Sitka AmeriCorps Volunteer for United Way of Southeast Alaska**

President Stevens introduced Angie Gross and gave some background on the Get Connected Volunteer program. He noted the printed copy of the research that Ms. Gross had been working on over the past few months. The hope was for the board to review the materials and give staff direction on next steps for the Get Connected program. Ms Gross covered the materials in her report, presenting data on utilization by both community members interested in volunteering and agencies looking for volunteers. Utilization started out strong as UWSEAK worked hard at promoting the program. As we reduced our level of promotion, agencies utilized the program with less frequency. Community volunteers continue to seek out the page and remain interested in finding ways to volunteer. Staff offered three options for the board to consider.

1. If we do not have the time, money, or capacity to promote and maintain this tool, or simply wish to refocus our efforts elsewhere, we should let this tool go and put the money that was going towards Get Connected to another existing project of ours.

2. Let the tool sit as is for another year. Let it exist there for those who want to use it and just have someone approve the changes organizations are making in updating their profile or needs.

3. Put this project back on the list as something to develop and pursue. If this is the choice, we would need board participation, perhaps a committee that would drive the marketing that the tool needs. Get Connected is currently unknown by a few organizations in Southeast and community members. For those it is known for, there is a good chance it has become a tool that is obsolete to organizations’ strategy in recruiting volunteers, likewise, for volunteers looking to find an opportunity. To get this tool off the ground again, it is going to need more publicity and some strategic planning to get this tool utilized by all of our active agencies for the long term. Unfortunately we do not have the staff capacity to take this on, so board participation will be essential.

**Committee Reports**

**Resource Development**

**Finance Committee – Bill Peters**

Treasurer Peters reported the Finance Committee had met earlier in the day to review the May finance reports. Income continues to grow, albeit not to the level we aimed for with the budgeted goal of $450,000 for the campaign. Expenses are flat and well within tolerances. As we wrap up this fiscal year on August 31, it is time to turn our attention to the coming fall campaign and redouble our effort to grow the campaign across Southeast.

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

Internal Campaign Committee Chair Peters reported that there would be two meetings in the next couple of weeks. The campaign committee would meet on June 26 to debrief and review what worked, what didn’t work and how can we improve the campaign effort? The second meeting will be held on July 7 to begin the process of planning for the fall 2015 campaign efforts.

**Event Committee – Sue Bill, Kelli Grummet, Rosemary Hagevig, Rustan Burton**

Chair Burton noted that the events committee had not met, but he would call a meeting in the near future to assist with the campaign planning.

**Governance Committee**

**Board Development Committee – Mark Mesdag**

Chair Burton reported Chair Elect Mesdag had been working with staff on presentations for future board meetings. He passed out a pocket card with information about United Way for board members to use when in conversation about what the organization does in the region. He also passed around a pop quiz for board members to fill out. Board members then read their answers to the question “In one or two sentences, what does United Way do for Southeast Alaska?” Vigorous conversation ensued! Chair Burton thanked everyone for participating and noted that we would be conducting similar efforts at future board meetings.

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

Treasurer Peters reported no meeting but noted that he would schedule a meeting with our CEO soon to go over a draft job description and then would call a committee meeting to review and ultimately recommend the adoption of the job description. That would lead to a new evaluation process.

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

Board Member Lyon reported on potential cuts in the recently adopted state budget. Program such as Best Beginnings were severely impacted by the cuts which will impact her organization, AEYC, and the Dolly Parton Imagination Library’s efforts to deliver books to children from birth to five years old. AEYC is working on finding ways to lessen the impact of the budget cuts.

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

In the absence of Board members Katasse and Dabaluz there was no report.

**Community Impact Grant – Karen Crane, Bill Peters, Rustan Burton**

Past Chair Crane reported that Chair Burton, Treasurer Peters and Board Member Gifford had met on June 8 to review the Community Impact grant application, press release and scoring process. They had made minor changes and staff was preparing to notify partner agencies of the grant process and send the press release to media outlets across the region. Secretary Gifford was working on reworking the scoring mechanism to be more reflective of the actual process from the last two reviews.

**Health Committee – Millie Ryan, Sue Bill**

Following up on information provided by Board member Lyon, Board member Ryan reported that although the budget recently passed by the Legislature had some very extensive cuts, it appears that Medicare funding did not get cut in the final adopted budget.

**Strategic Plan Update –**

**Goals Review**

Chair Burton encouraged board members to review the strategic plan materials developed as goals for what we want the organization to achieve in the coming year. He encouraged all board members to serve on at least one committee and encouraged committees to involve other community members on the committees. He noted that staff would include the goals list in each board packet for the board to review and report on progress.

**Old Business**

**Campaign Updates**

As noted above, Treasurer Peters reminded board members that the committee will conduct a debriefing on June 26 for the fall 2014 campaign and begin campaign planning on July 7. Board members are invited to participate in either or both meetings. Board members were encouraged to add potential contacts for campaign activity.

**New Business**

**2015 Fall Campaign chair/co-chair ideas**

Chair Burton reported that he had sent out an email message asking for input on potential campaign chairs/co-chairs. He had heard back from only one board member with one suggestion. He asked that board members be thinking about potential individuals to assist with the leadership of the fall campaign.

**Get Connected volunteer program decision**

Chair Burton asked board members for their thoughts on the Get Connected program and future direction for UWSEAK with the web based tool. Board members shared their thoughts and generally thought that with all the other platforms and competition from other programs, organizations and tools that it would be best for UWSEAK to not renew the contract for Get Connected.

**Motion: Treasurer Peters moved to let the contract with Get Connected Volunteer management tool lapse. Board Member Grummet seconded.**

**Motion approved with one dissenting vote.**

**Chairs Report – Chair Burton**

Chair Burton reminded committees to designate one board member as Chair. This will help facilitate communication to staff and board.

**President’s Report**

President Stevens pointed out correspondence in the board packets, including his June activity report and the Community Impact grant report from Juneau Alaska Music Matters outlining their accomplishments utilizing the grant awarded to them last FY.

**Resource Development Director Report – Sara Truitt**

Sara reported on her trip to United Way Worldwide in Alexandria, VA. She explained the impact of United Way from a global perspective as explained via the DC training; United Way is considered one of the top-most recognized global corporate brands. She learned that steering the annual campaign towards your highest corporate donors is the resource development tactic that UWW currently focuses on most.. Sara acknowledged the issues this tactic presented given our unique market in Southeast, where many large corporations do not do business nor have a local presence. Sara also reviewed the push from UWW to encourage donations to United Way’s unrestricted funds as opposed to the traditional push of donating to partner agencies. Sara again acknowledged that while some of these development strategies might not work the same here in Southeast as they would in the lower 48, there was a lot of merit in attending such a training as it helped one get into the mindset of a United Way fundraiser, as well as presented ideas worth considering. Sara expressed that further details could be expanded upon in a Campaign Committee meeting.   
 Sara also talked briefly about her training in Anchorage on using the ANDAR database system, reporting that it was a useful three days.

**Board Member Comments**

**Adjournment**

Chair Burton adjourned the meeting at 6:40 PM