**Board Members in Attendance**

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|  |
| X | Rustan Burton - Chair | X | Rosemary Hagevig  |  | **Staff** |
| X | Karen Crane - Past Chair | E | Jaysen Katasse | X | Wayne Stevens |
| X | Mark Mesdag – Chair Elect | X | Joy Lyon | X | Sara Truitt  |
| E | Bill Peters –Treasurer | X | Warren Russell |  |  |
| X | Ann Gifford– Secretary | X | Millie Ryan |  | **Guest(s):** |
| X | Sue Bill -  | T | Robbie Stell |  |  |
| A | Gail Dabaluz |  |  |  |  |
| E | Kelli Grummet  |  |  |  |  |
|  |  |  |  |  |  |
| 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: Board Member Russell moved to adopt the agenda as presented. Chair Elect Mesdag 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 Ryan moved to approve the minutes from the June 18, 2015 Board of Directors meeting. Chair Elect Mesdag seconded.**

**Motion approved unanimously.**

**PRESENTATIONS** – **Joy Lyon, Board Member and Executive Director of AEYC-SEA**

Board member Lyon reported on her recent trip to the Dolly Parton Imagination Library (DIPL) 20th anniversary conference in Tennessee. The conference was hosted by the Dollywood Foundation, which oversees the Dolly Parton Imagination Library. Lyon’s organization, AEYC-SEA, is a participating agency in Southeast Alaska, with support from United Way and other organizations. Lyon reported that almost 850,000 children are registered to receive books from birth to five years old. The program is currently available in four countries, Canada, Australia, Great Britain and the United States. AEYC has almost 1400 children registered in Juneau – 70% of all children under age 5, and a total of nearly 2000 in 12 Southeast Alaska communities. Primary organizations supporting the effort include United Way Worldwide, Rotary International, Kiwanis International, public library Foundations, and various early childhood organizations. The cost to provide 12 books per year per child is $30.00. Research presented at the conference by the University of Tennessee indicates that children who participate in the program score significantly higher on kindergarten readiness measures, even after controlling for demographic and socioeconomic factors, and are more likely to score higher on literacy assessments in third

grade. Board member Lyon reported on the status of funding for the program as the State budget gets cut and as Best Beginnings loses some of its state support. Due to corporate sponsorship at a 50% match from Best Beginnings, that cost per child is only $15/ a year per child for each local community to raise.

Children are enrolled by the hospitals where they are born –with parents’ consent. Children born in Anchorage but who live in Juneau also receive their books through AEYC-SEA. The books are distributed until a child’s 5th birthday.

**Committee Reports**

**Resource Development**

**Finance Committee – Chair Elect Mark Mesdag**

Chair Elect Mesdag reported that the Finance Committee had met on Wednesday, July 15, to review the June 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. While we currently show a positive net income, with two more months of expenses and the $30,000 dedicated to the Community Impact Grant funding, we expect to see another net loss for the year.

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

Internal Campaign Committee Chair Peters was at school. Chair Burton reported that there had been a campaign cabinet debrief for the 2014 Fall Campaign on June 26. The campaign committee reviewed what worked, what didn’t work and discussed how to improve the campaign effort. Minutes of that meeting are included in the July 16 Board meeting packet. The second meeting was held on July 7 to begin the process of planning for the fall 2015 campaign efforts. Members of the committee discussed potential campaign co-chairs and committee members. They decided to host the campaign kickoff event on August 28 at the Juneau Empire at 4:30 pm. The campaign committee will be working with the Events Committee on the event details. The Campaign Committee is scheduled to meet on August 6 at 3:00 pmin the UWSEAK Conference room.

**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 next week to assist with the campaign planning.

**Governance Committee**

**Board Development Committee – Mark Mesdag**

Chair Elect Mesdag reviewed materials related to United Way’s three focus areas: Health, Education and Income Stability. He handed out packets of material on each of the focus areas for board members to review. He also noted that much of the material he was using came directly from our website and encouraged board members to visit the website and review the information available. He asked board members “What do the impact areas mean to you?” He then facilitated a conversation with the board on the topic, generating some excellent discussion.

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

In Treasurer Peters’ absence, Secretary Gifford reported that she had sent out materials to all board members on July 13 to begin the process of President Stevens’ annual review. She noted that Treasurer Peters would schedule a meeting with President Stevens soon to discuss revisions to the President’s job description and then would call a committee meeting to review and ultimately recommend the adoption of a revised job description. In the meantime she asked all board members to focus on the categories in the evaluation form in completing their evaluation of President Stevens, and to return their completed forms to her by the end of the month.

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

Board Member Lyon and Secretary Gifford reported on their committee meeting of July 14. Minutes of that meeting are included in the board packet. They have set their next committee meeting for August 11 at 11:00 am. They are still looking at a variety of initiatives and will be developing a prioritized list to bring back to the full board. The committee is very concerned about the loss of funding for reading programs and the impact that will have on students.

**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 the committee was working on a review of the scoring mechanism. The committee wanted the mechanism to be more reflective of the actual process from the last two review processes. Secretary Gifford had provided some recommended changes to the scoring sheet for the staff to update. Staff has sent out notices to all partner agencies regarding the grant process and submitted press releases to media outlets across the region. Staff is collecting the names of prospective community members to serve on the review panel. The grant application period closes on Friday July 31.

**Health Committee – Chair Karen Crane, Millie Ryan, Sue Bill**

Past Chair Crane reported that the committee had met at 4:00pm that afternoon to review materials on the health initiatives of United Way. She indicated that the committee would continue to review materials and develop ideas for the board to consider. One idea they had discussed was assisting with a vaccination drive prior to the start of the school year.

**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 noted that, among other things, he is actively trying to connect with leadership at SEARHC to hold a conversation about a workplace campaign.

**Old Business**

**2015 Campaign Updates**

Chair Burton asked board members to be thinking about their connections with other businesses in the region. He encouraged them to reach out and invite others to participate in a work place campaign at their place of business. Businesses across the region are very generous. The workplace campaign allows employees to engage in philanthropy. 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 reached out to Jim Strader at Bartlett Regional Hospital and Mr. Strader had agreed to serve as a campaign co-chair. Board members expressed support for Mr. Strader’s role as campaign co-chair. Chair Burton would reach out to last year’s co-chair Kristin Bartlett to see if she would serve again this year.

**Chairs Report – Chair Burton**

Chair Burton commented on the great discussions and reports from the committees. He is very encouraged with the direction the board is moving.

**President’s Report**

President Stevens pointed out correspondence in the board packets, including his July activity report and the Community Impact grant report from SERRC Family Literacy Program outlining their accomplishments utilizing the grant awarded to them last FY. He called the board’s attention to the agreement between United WAY SEAK and Juneau Rotary for volunteers at the annual Brewfest on September 26, 2015. He passed out a signup sheet for board members to participate in meeting United Way’s volunteer obligations. He also shared a message from United Way Worldwide noting that our membership requirements were completed on time. Stevens reminded board members that our AmeriCorps Volunteer Angie Gross would be completing her term of service on July 31 and would be leaving Juneau on Saturday. She has accepted another term of service in Prescott AZ for the coming year. He handed out copies of the 2014 annual report that had been distributed around the region as inserts in local newspapers in Juneau, Sitka, Ketchikan, Wrangell, Petersburg and Haines. He reminded board members to be “bear aware” as they moved around the building as the fish were running in the stream outside of the offices and bears had been spotted adjacent to the building.

**Resource Development Director Report – Sara Truitt**

 Ms. Truitt reported that she is working on assembling a list of invitees for the August Campaign event. She reported that she is compiling the main agency contacts for workplace campaigns, as well as -- at Treasurer Peters’ request – a list of donors who have given $500+ over the last three campaign years.
Ms. Truitt also reported that she has been in the beginning stages of organizing the 2015 Day of Caring. The dates of October 1st and October 3rd have been selected. She noted that DIPAC is on board to host the kick-off event in the morning. The Meet and Greet event that has traditionally been held in mid September was still TBD as she was waiting to hear back from TK McGuire’s. Ms. Truitt explained that traditionally there has been a Day of Caring Chair whose main job is to help get volunteer groups from workplaces. She noted that while she didn’t need someone to step up during this meeting, she would need to know during the next two weeks who would be willing to take that on.

**Board Member Comments**

 **Adjournment**

Chair Burton adjourned the meeting at 6:42 PM