**Board Members in Attendance**

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| X | Mary Becker –Chair | X | Ann GIfford |  | **Staff** |
| X | Lance Stevens - Past Chair | X | Rosemary Hagevig | X | Wayne Stevens |
| X | Karen Crane – Chair Elect | E | Erin Hester | X | Jennifer Treadway |
| E | Mark Mesdag –Treasurer | X | Alberta Jones |  |  |
| X | Sheryl Weinberg– Secretary | X | Jaysen Katasse |  | **Guest(s):** |
| X | Rustan Burton | X | Joan O’Keefe | X | Lorene Palmer |
| A | Katherine Eldemar | A | Bernie Sorenson |  |  |
| E | Glenn Gelbrich | E | Robbie Stell |  |  |
| E | Chris Gerondale |  |  |  |  |
| Legend:    X = present           E = excused absence         T = teleconference A=absent | | | | | |

**Call to Order and Introductions**

Chair Becker called the meeting to order at 5:15 PM. A quorum was established with ten board members present or on the phone. President/CEO Stevens joined the meeting from Petersburg via Skype.

**Approval of Agenda**

Chair Becker asked for approval of the agenda.

**Motion: Board Member Hagevig moved to approve the Agenda as presented.**

Chair Becker asked if there were any objections to adopting it as presented. There were no objections to the adoption of the agenda.

**Approval of the Minutes from September 19, 2013 Board Meeting**

Chair Becker asked for approval of the minutes from the September 19, 2013 Board of Directors meeting.

**Motion: Board Member O’Keefe moved to approve the minutes from the September 19, 2013, Board of Directors meeting. With no corrections or objections, motion approved unanimously.**

**Presentations –United Way Marketing Plan Discussion – Lorene Palmer, Palmer & Associates**

**Jennifer Treadway, Resource Development Director**

**Marketing Plan – Lorene Palmer**

Ms. Palmer outlined the efforts she was working on with staff to develop a short term marketing plan to increase campaign contributions. She outlined the campaign goal to strengthen UWSEAK by increasing revenue under management. She outlined the steps and strategies she and staff have developed.

Marketing is your strategy for allocating resources (time and money) in order to achieve your goals and objectives.

GOALS, OBJECTIVES, STRATEGIES, TACTICS FOR 2013 ANNUAL CAMPAIGN

1) Determine 2013 Campaign Goal

2) Identify Audiences/Markets

3) Set Objectives For Each Audience/Market

4) Determine Messages

5) Determine Strategies/Tactics/Budget

6) Assign Tasks

7) Set Deadlines

**Talking points development – Why United Way?**

Ms. Palmer led the Board through a discussion of Why United Way? What factors led contributors to choose United Way, to trust United Way with their contributions and designations. The outcome of the discussion was intended to assist board members in developing talking points and answering the question when asked.

Below are the board’s answers to the question why United Way?

1. Current and future needs of employees, friends, and family (1 in 3 people will use a UW partner agency in their lifetime)
2. Concentrated philanthropic effort (efficiency)
3. Simplify giving to meet multiple needs
4. Vetting charities
5. Partner with employees on charity and deeper connection to community
6. Simple and easy for employees to participate in giving
7. Gives company a wide variety of services to support and may open the door to a targeted charity
8. “My employees don’t make much money”
   1. Low barrier of entry
   2. Lots of little gifts add up to a lot
9. Establish a pattern of giving
10. Helps employees engage in community & care about others
11. Corporate citizenship and recognition
12. United Way is a credible name
13. Board status
14. Augments fundraising for non-profits

The next step is for board members to identify individuals and companies that they would be comfortable with approaching and asking for a meeting so that staff can make a presentation about United Way, the campaign and support for United Way and its partner agencies.

**Committee Reports**

**Finance Committee – Mark Mesdag**

In the absence of Treasurer Mesdag, President Stevens reported on the FY2014 budget development, finance reporting systems and expectations going forward. Budget documents will be substantially different than in years past. Finance reporting system and data base management system are integrated and will allow for many additional reports to be used to share information with board. Format will allow for ease of reporting financial information to the board and to meet reporting requirements for United Way Worldwide. The finance committee will meet shortly to review final budget documents and August and September finance reports.

**Personnel Committee – Sheryl Weinberg**

Secretary Weinberg had no report.

**Campaign Committee –Robbie Stell & Rosemary Hagevig**

In the absence of Campaign Co-chair Stell, Co-Chair Hagevig reported that there were no new developments in finding a campaign Chair. She indicated that it was going to fall to the Board to spur on campaign activity. She, Board Member Stell, Resource Development Director Treadway, and President Stevens had met via teleconference so that the co-chairs could discuss plans for Fall 13 campaign.

**Board Development Committee – Karen Crane**

Chair Elect Crane had no report, but did indicate she will begin to reach out to those board members who have not been attending on a regular basis to gauge their interest in continuing to serve on the board.

**Events Committee –**

No Report

**Community Impact Committee – Lance Stevens**

No Report

**Health Committee –**

**Education Committee – Alberta Jones**

Board Member Jones reported on a project she was working on with students from the high school to develop a book exchange program to encourage middle school students to engage in reading. She would provide more details as the program was developed.

**Income Stability – Jaysen Katasse**

Board Member Katasse, had no report to present.

**Strategic Plan Update –**

**Old Business**

**None**

**New Business**

**Election of New Board Member – Ann Gifford,**

Chair Becker, Board Member Stell and President Stevens had met with Gifford on August 21 to discuss service on the United Way Board. Chair Becker reported that Ms. Gifford had indicated she would be glad to serve.

**Motion: Board Member Hagevig moved to elect Ann Gifford o the board to fill an unexpired term ending in Jan of 2016**

**Board Member O’Keefe seconded. Motion approved unanimously.** Chair Becker and other Board members welcomed Ms. Gifford to the Board and thanked her for willingness to serve.

**Chair Report - Chair Becker**

Chair Becker again welcomed Ms. Gifford to the Board.

**President’s Report**

President Stevens pointed out correspondence in the Board packets. President Stevens reported on the trip to Petersburg with Millie Ryan Executive Director of REACH to make campaign presentations. Petersburg has at least six United Way partner agencies operating in the community. REACH, Boy Scouts, Girl Scouts, AWARE Girls on the Run, and AEYC. They had been interviewed on the public radio station KFSK-FM. Stevens reported they met with the Medical Center CEO, met with the superintendent of schools and others in the community. REACH staff Megan Litster is assisting in connecting with potential campaign sites. They made presentations at Petersburg Insurance, Petersburg Mental Health Center and the Rotary Club. Stevens reported that he had connected Kevin Ritchie with Liz Cabrera of the Petersburg Economic Development office to discuss developing successful afterschool programs. Stevens reported that staff members from Altman & Rogers were working in the offices this week to conduct the FY 2013 audit. He also reported on the successful campaign at PCL, the contractor for the State Library, Archive and Museum facility. PCL was a big supporter of United Way and would make a dollar for dollar match to employee contributions.

**Board Member Comments**

Board members thanked Ms. Gifford for her willingness to serve and welcomed here to the Board. They complimented Ms Treadway and Ms. Palmer of the excellent work and presentation of marketing. Board members expressed concern about the heat in the conference room and asked staff to explore utilizing the first floor conference room if available.

**Adjournment**

Chair Becker adjourned the meeting at 6:45 PM