

**December 15th, 2021 SECA Advisory Board Meeting  
Notes as recorded by Purnell Borders.  
Call to Order: 10:00am**

**Attendees**

**SECA Advisory Board Members**

Purnell Borders, Sara Wooley, Aimee Mansfield, Amy Evans, Michele Smith, Gail Hankins, Jennifer Hebel, Michelle Silver, Heather Robinson.

**Charity Federation Representatives**

Jarid Brown, John Kelker, Deanna Neiers, Jackie Ruggles, Beth Gunter, Kacy (did not catch the last name).

**Approval of minutes**

Minutes for the November 17th SECA meeting were moved for approval and the motion passed.

**Ambassador/Training Committee Report**

The Ambassador/Training committee met, and discussions were held about next year's campaign, but no decisions were made.

### **Board Planning/Finance Committee**

Carolyn Fields, Jennifer Hebel, Michele Smith, and Michelle Silver were added to this committee.

### **Campaign Committee**

No meetings were scheduled.

### **Federation Committee**

Iris Dunmore of the Black United Fund Inc has retired and Kacy (did not get his last name) has taken her place. The committee also reported that the giving away of gift cards at SECA events was a huge success and very much helped with attendance. A discussion was also had about different outreach events for the upcoming SECA campaign.

### **Marketing Committee**

The Marketing committee met and approved a list of marketing items that they would like to purchase for the upcoming SECA campaign for outreach purposes. The list is below:

- 2,000 Chip Clips
- 1,000 Coffee Mugs
- 1,000 Compact Mirrors
- 2,000 Flashlight Pens
- 2 Pop Up Banners
- 2 SECA Tablecloths
- 500 SECA Note Pads

The money spent for these items will cost approximately \$8,700 not including shipping and handling. Jennifer Hebel moved to approve the purchase of these Outreach items and Gail Hankins seconded the motion. The motion passed.

## **SECA Executive Coordinator Report**

It was reported that the Comptrollers IT Department will be busy working on other projects and will not have much time to work on SECA projects. It was requested that any update or change request be submitted to the IT Department immediately.

An Interactive Calendar listing all upcoming SECA events will be added to the SECA website.

SECA pledge amounts for 2021 are listed below:

On-Line Pledges = \$129,836.28

Paper Pledges = \$225,886.66

Grand Total = \$335,722.94

Hopefully all reports will be finalized and sent to the Federations by late January.

With no further business, Michelle Silver made a motion to adjourn. The meeting was adjourned at 10:40am.

The next SECA Advisory Board Meeting will be held Wednesday January 19th at 10:00am.