

December 15, 2021 SECA Advisory Board Meeting
Notes as recorded by Amy Evans.
Call to Order: 10:00am

Attendees

SECA Advisory Board Members

Carolyn Fields, Amy Evans, Michele Smith, Gail Hankins, Kim Donahue, Sara Wooley, Purnell Borders, Jennifer Hebel, Heather Robinson.

Charity Federation Representatives

Jarid Brown, John Kelker, Deanna Neiers, Keri Hathhorn, Beth Gunther

Approval of minutes

The Minutes for the November 17th SECA Board meeting were moved for approval by Amy Evans and seconded by Gail Hankins. The motion passed.

SECA Directors Report

It was reported that as of 11/17/2021 SECA has a total of \$117,036.24 dollars in on-line pledges and \$148,040.92 in paper pledges.

Training Committee Report

The Training Committee met earlier in the month to discuss future training projects.

Board Planning Committee

The Planning Committee met and decided to merge with the Finance Committee.

Campaign Committee

Nothing to report.

Federation Committee

Nothing to report.

Finance Committee

The Financial Report along with a Narrative report was sent out to Committee Members through email prior to the meeting. The Finance Committee also decided to merge with the Board Planning Committee.

Marketing Committee

The Marketing Committee met and discussed what to do with the \$15,000 that was left in the 2021 Marketing Budget. It was decided that we would do better outreach and getting the SECA name to all the agencies. For example, direct mail pieces, potential of advertising on social media and sending Amy and Heather to the bigger agencies to do outreach.

New Business

The Training Committee has requested the purchase of 2 lapel microphones and one laser pointer. The three items will cost no more than \$220.

With no further business, a motion was made a to adjourn. The meeting was adjourned at 10:39am.

The next SECA Advisory Board Meeting is TBD.