

October 20th, 2021 SECA Advisory Board Meeting
Notes as recorded by Purnell Borders.
Call to Order: 10:00am

Attendees

SECA Advisory Board Members

Carolyn Fields, Amy Evans, Michele Smith, Vickey Longstaff, Gail Hankins, Kim Donahue, Sara Wooley, Purnell Borders, Michelle Silver, Jennifer Hebel.

Charity Federation Representatives

Jarid Brown, John Kelker, Deanna Neiers, Keri Hathhorn, Jennifer Watkins, Christal Stinson.

Approval of minutes

The Minutes for the September 15th SECA Board meeting were moved for approval by Jennifer Hebel and seconded by Gail Hankins. The motion passed.

SECA Directors Report

It was reported that as of 10/18/2021 SECA has a total of \$53,460 dollars in on-line pledges and \$44,859 in paper pledges.

Training Committee Report

The Training Committee has been meeting monthly and in previous meetings updates of the training manual and incentives for the Ambassadors were discussed.

Board Planning Committee

The planning committee met and discussed implementing a subscription service in which an employee signs up for a payroll deduction to donate to their favorite charity. The deduction will be taken out continually and will only stop when the employee requests it. This suggestion will continue to be discussed.

Campaign Committee

The Campaign Committee met and discussed how the new website was working. Everything seems to be working fine.

The Campaign Committee also discussed a New Hire Development Plan which would provide Human Resource employees of State Agencies with information on SECA. The Committee discussed possibly providing a SECA video to the Human Resources Coordinator to show new employees during their job orientation.

Federation Committee

The Federation Committee's Lunch & Learn was held on 9/28/2021. All went well with approximately 40 people attending. The committee reported technical difficulties with the Power Point presentation. No other problems were reported.

Finance Committee

The Financial Report along with a Narrative report was sent out to Committee Members through email prior to the meeting.

Marketing Committee

Nothing to report.

SECA Golf Outing

The SECA Golf Outing was held on October 11th at the Brook Hill Golf Course. The weather was not good as we experienced rain and high winds. All teams showed up for the event with one team not finishing the event because of safety concerns.

Expenditures for the event was approximately \$2,795.21.

Money raised from the event was approximately \$5,867.35.

New Business

A discussion was had about how to spend the Marketing Budget money which is approximately \$15,713 dollars. Purchasing Facebook, State Journal Register and Illinois Times adds were suggested. A Trivia night discussion was had as well. More information to follow.

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

The next SECA Advisory Board Meeting will be held Wednesday November 17th at 10:00am.