

December 6, 2016 SECA Advisory Board Meeting Notes
Call to Order: 10:00 a.m.

Attendees: Tina Scott (CMS), Wendy Butler (CMS), Susan Caimi (HFS), Tom Dede (**DoIT**), Gail Hankins (SUCSS), Lenore Roth (Aging), Michelle Silver (DNR), Jennifer Perry (DOT)

Charities: Katie Champion (American Cancer Society), Shelby Darnell (AHA), Lizzy Selzer (Community Health Charities), Kari Hathhorn (Community Shares), Tom Jacks (Earthshare), Cathy Miller (Independent Charities), Michelle Jensen (Special Olympics), Jessica Becker (United Way of Central IL), John Kelker (United Way of Central Illinois),

Lenore Roth made a motion to approve the October 4, 2016 Board Meeting Minutes with one change. Tom Dede is with the new DoIT agency now. Tom Dede seconds and all approved.

SECA Chair Designee Report:

Tina reported that about 80-85% of the pledges have been processed and are in the system. Checks are being sent to the Charities and Federations.

Financial Reports will be sent out today to those on the phone. Those in attendance have copies.

As of December 5, total donations from the State and University employees are \$575,000. This is down considerably from last year's total of \$865,000. This is a heads up to the charities whose budgets will be impacted by the lower numbers.

Election years typically bring lower numbers and it seems the budget crisis and current uncertainties with state and university employees regarding no raises and higher insurance costs have had an impact on the numbers this year also.

Lizzy reported U of I numbers are also down but not considerably so.

Finance Committee:

Jennifer Perry will hand off the notes from the Finance Committee to Tom for his takeover. All assessments are in. Some bills are still out including the bill for printing.

Marketing:

There has not been a Marketing Meeting but to touch on some ideas for the 2017 campaign:

We will be looking into a new venue for the training and award ceremony.

We should look into ways to shorten the training and award ceremony somewhat.

We should look into what we can do differently for the better gifts for giveaways.

Instead of asking charities to provide the nicer gifts, we could ask for donated items from other sources (Lizzy's suggestion).

As an example: U of I has a start time of 11:45 with a luncheon to start, then introductions, 2 speakers (they focus on "The Ask"), a very short training, a 15 minute break to meet with the charities, 5-7 nice

gifts to those who were listening and answered specific questions about what was covered previously. They have 3 report coffees throughout the campaign to “check in”.

There awards are given during a closing with a breakfast. There are not as many awards but they are given out quickly, no pictures taken.

A question about whether the awards actually motivate the Ambassadors.

Wendi Butler will look into LLCC possibly not charging us to use the Capitol City Training Center for the training/award ceremony since this is for charity.

Jennifer suggested looking into a UIS facility since they are part of SECA.

A Marketing Committee meeting will be scheduled in early January to:

Separate the duties of the Marketing Committee into and Event Committee. This will handle the planning of the Training and Award Ceremony. The Marketing Committee will focus on marketing SECA.

A Strategic Planning Committee would focus on the Board as a whole – a vision for SECA for the future and strategies to achieve those goals.

Looking into recruiting new board members would be one duty of the strategic planning committee. They would require a 2 year commitment on one of the committees before they would become an actual board member.

These committees need to be formulated for the 2017 budget.

Technology: Tom would like to look into getting Lifecycle for making the forms for SECA. Adobe Pro is the software he has. Someone can use the forms in Adobe Pro but then he can't do anything with them in the format they are put in. So we have no control with them. The Lifecycle would have to be purchased from SECA. Wendi will check to see if we can get it installed for Tom to use.

Jessica: Is there an office that creates forms and why do we have to start from scratch with the forms? HFS does not have that any longer but IDOT does. IDOT would have to get permission to create forms for SECA.

We will either get the Life Cycle package or look into someone at IDOT to create forms.

Charities:

Lizzy will be changing positions slightly and we may get emails from a generic Community Health Charities address for a while.

Jessica: would like a coaching call for charities to discuss any issues, the insert about how to have a charity fair, changes for next year and to start on that now rather than later.

Federations would like Ambassadors to directly contact the federation for charity fairs and not the individual charity. A SECA Committee Appointee should be the contact person for agency Ambassadors to touch base with for charity fairs, best practices, where to park for attendance at the charity fair, etc.

New Business:

Since there has not been anyone in the Chicago conference room for the last several meetings and the Chicago Charities have been participating by phone Tina suggested not scheduling the conference room in the future. She will email all Chicago based charities to get their opinion on this before making a decision.

If we do not need video conferencing, we don't necessarily need to have our board meetings at SRS Board Room if we are going to be detained each time in the lobby before we are allowed in the conference room. However, part of the video conferencing allows for the taping of the meeting which helps Susan out with the Board Meeting notes. There is a meeting room at United Way we can use.

Tina reported that we will be changing banks. To remove Jennifer Perry as a check signer, we would have to close our account and open a new one. Tom Dede will research other banks to see what their policy is for check signing, interest rates, fees, etc. We will need to have the new account opened and checks available by April 1 so this change needs to take place by March 31, 2017.

Jennifer asked if the tax ID# had been resolved so that some of the banks fees could be avoided. Tina reported that it had not been resolved.

Tina will plan a Strategic Planning Committee Meeting in January open to everyone.

Susan will schedule a Marketing Meeting in January to work on the budget.

Jennifer will schedule a Finance Committee Meeting for February for all Chairs to present their budget.

Old Business: None

Next Meeting Date: March 2017

Jennifer Perry made a motion to end this meeting at 11:04. Gail Hankins seconds and all approved.