

**United Way of Pierce County  
Executive Committee**

January 20, 2016  
7:30 – 9:00 am

United Way of Pierce County  
1501 Pacific Avenue, 4<sup>th</sup> Floor

**Jamey McCormick, Presiding  
MINUTES**

**Executive Committee Members**

<del>Jamey McCormick</del>	Matt Levi	Kent Roberts	Jo Anne Coy
Linda Nguyen	Jennifer Nino	Rick Meeder	<del>Patty Rose</del>

**UWPC Staff:** Dona Ponepinto, Pete Grignon, Heidi Hansen

**Call to Order/Welcome**

Linda called the meeting to order at 7:30am

**Approve Minutes from October 21, 2015**

Amended –changed to show Rick Meeder as attended. **M/S/C**

**Finance**

Pete and Jennifer gave the financial update.

- Our auditors were here in December for preliminary prep work for our auditor later this spring.
- CFC is down \$300k, there will have lots of changes in 2017.
- GIK hit an all-time high of \$1.5M for 2016. Phyllis is now partnering with merchandise from two Amazon stores.

**President's Report**

Priorities for the year

- Adjusting to July to June calendar to be consistent with our other work for our 2016 Objectives.
- Execution of the Scorecard/Business Plan.
- Create CSF Network – Three applications have been received so far.
- Siemer – We will get \$100k for 3 years working with MDC. WE will put up \$25k and MDC will cover the rest of the match. Dona hopes MDC will eventually be a CSF.
- 2-1-1 - An ADT donor increase his donation by \$10,000 for 2-1-1.
- Development and execution of RD plan - Diversify funding streams; continue to enhance donor engagement; increased focus on major gifts; grants; other opportunities. Need to get a grant writer when financial able.
- Ongoing – alignment of all work to focus on 10 year goals
- Continue to build relationships with CEOs, Dona's highest priority
- ALICE - Newspaper coverage has been good; we are working on getting another Editorial Board meeting with TNT as well. Community wide conversation about ALICE is in the works; also a KUOW radio interview is scheduled
- Year – End Giving – up \$21k from last year
- Staffing updates – Linda Kaye Briggs is staying on as a consultant in RD until the end of March. In the process of hiring a VP of RD, we need someone with strong marketing and sales experience. We no longer have a VP of Major Gift, will have a director and officer. Aimee has moved to Marketing under Nicole. Greer is working with the EPP and Robyn has taken over the Women's group.
- Celebrate Community Event – Will be the first week of May. We are working on get a speaker. We get sponsorship from Boeing, \$15k and Union Bank, \$5k.
- South Sound Together - Dona was a member for the first year, but will not continue this year. We received great benefits from this partnership. We received \$9,000 for neighborhood grants.

## Campaign Cabinet Updates

Gap Strategies – we are still working on closing the gap that is being created in the campaign due to many factors – Boeing, Intel, Nordstrom. The campaign cabinet has been working hard

Key strategies:

- Messaging – sense of urgency
- ADT – goal of 40 we are at 23
- CEO calls – top priority
- Past Campaign Chairs and Past Board members Event – Feb 12<sup>th</sup> at the Yacht Club
- Top Accounts - not only at top 25, but the top 50 (locally owned) campaigns

## Governance Update

Amy Eveskige has resigned, her new position does not allow her the time needed to participate.

We do need to look at Vice Chair position, as well as criteria for choosing a board chair.

The current Executive Committee:

- |                              |                |
|------------------------------|----------------|
| • Jamey – Chair              | • Kent Roberts |
| • Linda – Vice Chair         | • JoAnne Coy*  |
| • Jennifer Nino – Treasurer* | • Patty Rose   |
| • Matt – Secretary           | • Rick Meeder* |

\*Potentially 3 members going off of the Executive Committee, the Governance Committee is reviewing the current list of board members for potential Executive Committee members.

## Potential Prospects for Board

The committee discussed potential new members, the following were discussed:

- |                                      |                  |
|--------------------------------------|------------------|
| • Victoria Woodards –City of Tacoma  | • Scott Winship  |
| • Jim Walton – Former Campaign Chair | • Nicole Sherman |
| • Steve Devlin – West Rock           | • Pat McCarthy   |

## Community Impact Update

Matt gave the update for the Community Impact Cabinet (CIC). They have been working on developing They have met four times since late fall. It has a diverse group of Community Stakeholders – Board members include Sebrena and Rich. Jan West is also on the committee in addition to Pam Duncan, who is a former UW staff member that is now with the city. Discussions have focused on where we are regarding investments and the overall philosophy to what should be our guiding principles that we keep in mind as we shape the 2017 Investment Plan. The model in the past has been 100% focused on funding agency programs. If we are going to move the needle then what are the mix of investment strategies that we should consider. Some things that we need to consider – open/closed process; crisis /prevention/intervention/; minimum vs maximum funding amounts and more. We will spend some time at the Board meeting getting feedback and input; we will also be going out to the partner agencies to get their thoughts as well.

**Adjourn** - Linda adjourned at 9:00am