

March 18, 2015
7:30 – 9:00 am

United Way of Pierce County
1501 Pacific Avenue, 4th Floor

**Jamey McCormick, Presiding
MINUTES**

Executive Committee Members

Jamey McCormick	Jennifer Nino	Jeffrey Vernor	Jo Anne Coy
Linda Nguyen	Debi Young	Rick Meeder	
Matt Levi	Kent Roberts	Patty Rose	

UWPC Staff: Dona Ponepinto, Pete Grignon, Sean Armentrout, Shawn Paton, Heidi Hansen

Call to Order/Welcome

Jamey called the meeting to order at 7:35am

**Approve Minutes from February 25, 2015
M/S/C**

Finance Update

UW Life Policy

Jennifer and Pete reviewed the proposed UW Life Policy. There was some confusion. The background sections needs more explanation, the sentence “we will allow designations to a particular are, such as young children and families should be removed. Sean will redraft for presentation to the Board.

There was discussed regarding the details of how UW Life works.

A motion was made to accept the concept of the policy and the new draft will be presented to the Board. **M/S/C**

Property Update

There is still interest in our parking lot. The Finance Committee has discussed this issue and has recommended looking into this further to see what the offer is. Mark Hollander is asking for a Letter of Intent (non-binding), which we are not prepared to sign. One of the main issues is the parking, especially for the Children’s Museum. Not only after the new construction but during the 18 months it may take to complete the project. It is important to keep this confidential so that current tenants do don’t worry. Tenants will be talked with if we decide to further. This will go on the Board agenda.

Organizational Assessment

This will be reviewed at the March Board meeting. We did have a great response to the survey, highest participation ever, 100% staff and only missing 1 Board Member. We have areas we need to work on.

Family Opportunity Center Update

The Social Innovation Fund grant has opened up an opportunity for us to change the story for families by creating neighborhood Family Opportunity Centers that provide financial stability programs, parenting supports and other resources customized by location, based on the needs of the communities they serve. The grant submitted was submitted M arch 17th. Dona thanked all those involved in getting this done on time. The \$500k in match covered as follows:

\$500k Match

- United Way - \$100K + \$42,500 (placeholder)
- Russell Foundation - \$100K
- City of Tacoma - \$85K (will be going to City Council for more money)
- Impact Capital - \$85K
- Columbia Bank - \$25K (thanks to Jo Anne)
- MultiCare - \$25K
- Franciscan - \$25K
- Weyerhaeuser - \$10,000 (thanks to Kristen)
- Commencement Bank - \$2,500 (thanks to Jennifer)
- Additional match opportunities: US Bank, Key Bank, TrueBlue, Regence, WorkForce Central and others. Calls are out to more companies that have shown an interest.

Most the money is contingent on receiving the grant, but regardless of the grant, we want to continue with this project. The City and Russell foundation will probably still stay committed, they believe in this project. Other local foundations (Cheney, Forrest/Sequoia, Bamford) are also being contacted. We've had three community meetings (25 – 30 People) mostly very positive responses. Our weak link is evaluations, which we have never done, and is a requirement (by an independent third party).

We do not want to be confused with Financial Opportunity Center (FOC) our name will be, Center for Strong Families (CSF).

Timeline: first cut is in April, if we pass this, more information will be needed. Next we will have 6 – 8 months to get our process ready. We are working on this now.

Presidents Report

2015 Organizational Goals

- **COMMUNITY IMPACT:**
Impact Scorecard with defined metric and benchmarks in place as well as the execution of two to three impact products aligned against the 5 year strategic objectives and 10 year goals.
- **LONG TERM, SUSTAINABLE GROWTH:**
Implement growth strategies targeted towards planned giving/principal gifts and donor retention. Align growth strategies with impact products that result in increased revenue from multiple sources.
- **ORGANIZATIONAL ALIGNMENT AND PERFORMANCE:**
Organization is effectively aligned and has the capacity and capability to execute and achieve our 5 year strategic goals
- **DONOR ENGAGEMENT AND RELATIONSHIPS**
Create opportunities to engage leadership level donors and top supporting companies (reduce donor churn) in deeper meaningful connections that invite, connect and commit to action.

Reflection Events

Three events have been held so far with good turnout. Gig Harbor was low but did have the opportunity to present to the Gig Harbor Chamber's Public Affairs Forum, which had over 30 people. We have one more event next week.

Celebrate Community – May 7th 7:30 – 9:30am

This will be a breakfast this year, with Rich Hardwood as the keynote speaker. We will also have a reception with Rich Hardwood the evening before, May 6th (5-7pm) at the Pacific Grill, please mark your calendars.

South Sound Together

Ads have been in the TNT (front bottom or sports page) each member is being is highlighted. The first meeting was held recently. There will be approximately \$280,000 to use in the community on various projects. Currently they are getting input from local originations on what some of this project should be. This is great for United Way to have influence in the community.

Business Plan

Dona is still working with Derek, she let him know we are disappointed in the results so far. Derek will be working with the Impact team more. Dona let Derek know this need to be completed by the April meeting.

Dues Structure updates

Information about United Worldwide due increase has been sent to the Board for review. UWW want to charge dues on all revenue received not just campaign money. Dona is on a committee of CEO to discuss this, many UW's are not happy. It will have a significant effect on some United Ways. The minimum dues will be \$2,000. We currently pay \$61,610.

CEO Performance

Would like time at the next meeting to discuss what the Board expects, what do they want to see Dona do this year.

Miscellaneous

- The March 27th Board meeting will be held at Tacoma Community House.
- There is a Community Impact Forum in Portland on March 20th, 8 staff and 2 Board members
- CEO evaluation is out on Survey Monkey, please complete by next Friday.

Adjourn

Jamey adjourned at 9:05am