

**Jamey McCormick, Presiding
MINUTES**

Executive Committee Members

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

UWPC Staff: Dona Ponepinto, Pete Grignon, Sean Armentrout, Ted Smith, Heidi Hansen

Call to Order/Welcome

Jamey called the meeting to order at 7:35am

Jamey announced the sad news that Silvia Barajas’s husband passed away on April 5th after an extended illness. A card was signed by the committee. Dona and Jamey met with Silvia yesterday and she will be resigning from the board at this time to focus on her personal life.

Ted Smith was introduced as our new VP of Major Gifts and Planned Giving.

**Approve Minutes from March 18, 2015
M/S/C**

Finance Highlights

Pete and Jennifer gave an update on the financials. The auditors are currently in the office and they will have their report at the April meeting. MultiCare still has not said if they will be staying. Pete has a couple of interested parties.

- 2014-15 campaign pledges on books \$5,139,368. 83% of our budget goal compared to 86% prior year; 79% two years ago. Multicare and News Tribune still running their campaigns.
- Collections on pledges in the door are 39.81% within the normal range of 0-3% of the prior two years: 38.37% and 36.80%.
- Departmental expenditure line items over by \$5,000 – None
- Endowment balance at \$3,701,689, highest ever; \$3,220,333 prior year.
- We have signed an MOU with the Children’s Museum of Tacoma to operate a quality child care center in our building. The facility will mainly support UWT faculty and low income staff. Target date for opening is January 2016.

Governance Committee Update

Organizational Assessment

We are working on strategies to determine where we need to improve our results, especially those at 2.5 or lower. We want a plan to increase board members’ knowledge so that they can be even more effective advocates for United Way and our work.

2015-16 Board of Directors Slate

The Governance Committee has reviewed the 2015-16 slate and made the following recommendation. All current officers will stay on for the next year. Seven members have their term end in 2015, two will be retiring and five will be reappointed. Another two members will also be leaving the board. There was a discussion on recruitment of new board members. We need to look for diversity and influencers.

A motion was made and seconded to approve the slate. **M/S/C**

Executive Slate

- James McCormick – Chair
- Linda Nguyen – Vice-Chair
- Matt Levi – Secretary
- Jennifer Nino – Treasurer

Retiring Board Members

- Debi Young
- Jeff Vernor
- Silvia Barajas (2016)
- Tim Holmes (2017)

Re-Election of Board Members

- Sebrena Chambers
- Jennifer Nino
- Kristen Sawin
- Marilyn Mullenax
- Rod Koon

Prospective Board Members

- David Pearson - TrueBlue
- Bill Robertson – MultiCare
- Carolyn Lee – State Farm

Website Access

Staff is working on a site for us to put all board information: meeting packets, PowerPoint presentations, orientation packet and other info on for ease of updates and access. Also we would like to get a short bio on all members to be posted, this will be for staff and members only. Debi suggest we add a short video of each (or at least Dona and the officers) that is available on the public site. Please send your bio to Heidi.

Board Talent

Staff will develop a skills inventory to capture the talents of each board member so we know what skills we have and what we need to add to the board.

Business Plan Update

Dona gave an update on the Business Plan, which was sent to the Committee. Shawn Paton has been working on editing the plan. The financials are not done but Pete and Shawn are working on a template, which is looking very good. The Plan still needs work, but we can take it from here, we do not need Altruist any longer. We are clear on the cost of 2-11, Centers for Strong Families and the summer slide. These are three big signature projects that we will go deep into the budget. Overall we got some good information from this, but we are done working with Altruist. Dona will send a formal letter letting them know we are disappointed with their work. This document will be used mostly internally, but may be helpful with major donors. Dona will send this to the full Board for comments.

Campaign

Sean gave an update on the campaign. We still need to close the \$300K gap. How can the Board help? This is an opportunity for the Board to engage and help raise the money. A Board stretch goal of \$10,000 was discussed, this is a realistic goal. Asking each member to donate or raise an additional \$400. The Board is currently at 98% Leadership level. Dona and Pete will be increasing their donation and the Executive Team will be ask to do the same.

In January and February we reached out to our major donors. Working with MultiCare to revive their Leadership luncheons. Bill Robertson has been very involve, also is an ADT. We sent a mailer to 6500 lapsed donors, then we are planning to call lapsed donor on May 5th. Some donations are received through a third party agency, we do not get individual names, just one check.

Aimee Collins has been promoted from a Resource Development Officer to Director of Donor Relations. She has great experience and has worked on building pipelines at her previous job.

Our Sprig push may need to focus on 2-1-1, depending on what is happen with the state budget. We are keeping a close watch on this.

Sean is also working on Planned Giving and UW Life, this is a slow process but is moving forward. Ted looking into connecting with former board members and campaign chairs.

Element and Milestones	Metrics	Lead (s)
Deliverable 1: Closing the Gap		
<ul style="list-style-type: none"> Donor Telethons – to help reduce churn 		Dan/Mary
<ul style="list-style-type: none"> Pre-Spring Telethon Campaign set for February 17 Contacting Major Campaigns and Donors campaigns not run. Supports overall leadership donor goal to reduce 31% leadership churn rate to 20%. Pulled donors of \$500more 31% churn – would be \$74,217 Invite to 2-11 Tour Feb 23rd and 24th 	281 Donors Represent \$239,409 Goal: reduce churn this group [\$74,217] Calls made: 219 (23 spoken to) Represent: \$203,066	Jody/Sean
<ul style="list-style-type: none"> Thank You Calls/Telethon (3 – March/April/May) Thank Donors \$5,000 and up All Staff invited – Expectation 2 hours each month (30 minute block options). Board – Packets to thank donors (distribute March Board mtg) 	5,000+ thank yous made	Jody/Sean
<ul style="list-style-type: none"> Lapsed Donor Mailing & Telethon – mail lapsed donor remit prior to calls (reference in calls) – visual piece like Uway Treasure Valley (2 to 3 wks prior) Phone component on May 4th 	****Calls Goal: Recapture 10 to 15% As of 2/26: 3,200 donors and \$828,628 (10% recovery is \$82K and 12.5% would be \$103K)	Jody/Sean
<ul style="list-style-type: none"> Three leadership Donor Events with MultiCare 		Mike
<ul style="list-style-type: none"> Major Gifts: To meet goal of \$925K <ul style="list-style-type: none"> Nola letter finalize gift Bamford Foundation (\$18K yr/3yrs) Confirm gifts of ADT outstanding New Gift list (see document) 	This is just to meet goal. Would need to break to close gap.	Sean/Dona
<ul style="list-style-type: none"> Spring Direct Giving Planning (likely launch Apr/May) 	\$70,000 (would break annual goal by \$10,000)	Nicole
<ul style="list-style-type: none"> New Business 	\$17,000 - \$20,000	Mike
TOTAL GAP CLOSURE POTENTIAL: Top of range is if hit high marks and all of them. Lower range is based on the lower figures.	\$170,000 to \$207,000	

Presidents Report

- Advocacy Update** – Focus is on 2-1-1. Jamey had an editorial in the TNT. Getting other local agencies involved. Helen has been at the Capital weekly, she will stay on until the budget session is over.
- Staffing Update** – Ted Smith - VP of Major Gifts and Planned Giving, Lindsay Morgan Tracy - Vice President of Community Impact & Engagement, Aimee Collins promoted to Director of Donor Relations.
- Dues Structure** – 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. Some UW's have created a separate 501c3 for thier Endowment, to keep the money separate. This will have a significant effect on some UW's.

- **ALICE (Asset, Limited, Income, Constrained, Employed)** – Is a study of financial hardship in the USA. The United Way ALICE Project is a collaborative effort to improve the lived of vulnerable, low-income ALICE households. It is normally \$25,000 per state, UWPNW (WA, OR ID) is being charged \$40,000, every other year. Jim Cooper is looking for foundation money and support from UW's. We are contributing \$5,000. This will help us with data and messaging. A Research Advisory Committee has formed, Dona has agreed to chair the committee. Dona needs help providing names of people that may be able to support this committee. This information will be sent to the full Board.

Miscellaneous

- **LASA Volunteer Project** – Friday April 1st, 9am - noon
 - **Premier Partners** – June 2nd, 6 – 7:30pm at Pacific Grill Event Center
 - **Reception for Rick Harwood** – May 6th, 5 – 7pm at Pacific Grill Event Center
 - **Celebrate the Community** – May 7th 7:30 – 9am at McGavick Center, try to fill a table of 10
- Please RSVP to these events if you have not done so already*

Executive Session

Staff was excused for the executive session.

Adjourn

Jamey adjourned at 9:00am