# Jamey McCormick, Presiding

## Minutes

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| ~~Elizabeth Bailey~~ | ~~Amy Eveskcige~~ | Rick Meeder | ~~Dirk Rabdau~~ | ~~Kristen Sawin~~ |
| ~~Bill Berry~~ | David Graybill | Marilyn Mullenax | ~~Rich Rocks~~ | Jackie Yeh |
| Tonya Burnett | ~~Tim Holmes~~ | Linda Nguyen | Kent Roberts | Katherine Cavanaugh |
| Sebrena Chambers | Rod Koon | ~~Jennifer Nino~~ | Brenda Rogers |  |
| ~~JoAnne Coy~~ | ~~Matt Levi~~ | David Pearson | ~~Patty Rose~~ |  |
| ~~Gerald Denman~~ | Jamey McCormick | ~~Linda Proett~~ | Carla Santorno |  |

**UWPC Staff**: Dona Ponepinto, Heidi Hansen, Lindsay Tracy, Ted Smith, Shawn Paton  
**Guest**: Kevin Glackin-Coley, Stacy Carkonen

**Call to Order/Welcome**

Jamey called the meeting to order at 7:35am

David Pearson, Sr. VP at TrueBlue was introduced. He was recommended by the Governance and Executive Committees as a new board member. After a brief discussion, a motion was made to accept David as a board member. **M/S/C**

**Approve Minutes from May 26, 2015**

**M/S/C**

**Financial**

Dona gave a brief review of the finances:

* 2014-15 campaign pledges to fall short by $200K to $250K; we should make it up through departmental expenditure savings, over collecting of the 2013 campaign and designations may come in less than anticipated.
* Collections on pledges in the door are 55.00% within the normal range of 0-3% of the prior two years: 52.36% and 54.44%
* Departmental expenditures under by $140,000

Line items over by $5,000 – None

* Endowment balance at $3,762,778, highest ever; $3,291,301 prior year
* MultiCare will be making a lease offer to stay in our building in June
* Snohomish County United Way in the Everett Newspaper regarding misappropriation of funds ($6,000) – We are putting together a communication to share with staff and board in case we are asked about how we protect donor dollars.

Dona gave an update on our internal controls in light of the situation that happened at the Snohomish County UW. A handout was also included in the packet.

**President’s Report**

* 2-1-1: Is now in both the House and Senate budget, not signed yet, but should go through. Dona thanked all those that help, especially Helen Myrick. We need to have a plan so that we do not depend on state funds.
* Reflections / Moving Forward – relationships, revenue and impact
  + In February and March Dona had four “Reflection” events around the county. It was a great way to update the community. It’s important for Dona to be visible and get our message out.
  + Moving forward we need to concentrate on relationships, revenue and impact
  + Need to maximize digital capabilities
  + Need to be a partner of choice for company’s
  + Matt will help lead a new Advocacy group
  + Need to reduce donor churn
* Labor Community Liaison – we contributed $22,000 towards this position
* UWW Dues Structure – was approved by the Board, our dues will go up $6,000 - 8,000
* South Sound Together – still meeting, no money spent yet
* Partner Agency meeting – held a meeting in June and will have another in September

**Building Our Bridge to the Future**

This past year has focused a lot on strategy and generative discussion about where we want to be as an organization, what, as a board, should be thinking about when it comes to our strategic direction. Now want to spend some time focused on the work and getting an update on impact to date.

Lindsay spoke about our community impact work:

Strong Families:

* Centers for Strong Families – still waiting to hear about the SIF grant. We are getting good support and will moved forward even if we do not get the grant.
* VITA/EITC – free tax site, Earn Income Tax Credit
* BankOn – working with 13 partners to help those in need of banking services

Successful Kids:

* Project Child Success
  + Parent & Friends, Family, Neighbor (FFN) Caregiver Toolkit
  + LIL Readers – volunteer to read with children
* Campaign for Grade Level Reading
  + Tutoring
  + Summer Learning
  + Little Free Children’s Libraries

Connected Communities:

* Neighborhood Grants
* **8th & I Neighbors:** Little Red Wagon Reading Mobile
* **27th Street Station:** Community Message Board
* **Hilltop Missional Community:** Summer Youth BBQ’s and Family Nights
* **People’s Steering Committee:** 28 Scholarships to low-income kids for membership to People’s Center
* **Springbrook Connect:** Community Garden in Lakewood’s Springbrook neighborhood
* Basic Needs
* Family Support Navigator
* South Sound 2-1-1

Dona gave an update on Advocacy:

* 1700 new ECEAP slots
* Continued 2-1-1 funding
* State Housing Trust Fund

Shawn gave an update on Youth Engagement and Volunteer work:

* Youth engaged in23,813 hours of service aligned with UWPC priority areas
* 182 students earned a Varsity Letter in Community Service
* 32 new tutors
* 1,297 Day of Caring Volunteers
* Over 100,000 hours of volunteer service
* $2,104,416 value to the community

Ted gave a brief update on our Endowment Campaign:

* Potential Campaign Phases
  + Early planning phase 2015
  + Later planning phases 2016
  + Quiet phase 2016 – 2018
  + Public phase 2018 -2021
  + Close & celebration 2021 (our 100 year anniversary)

Break out group notes:

Clear Impact Model – Given what you heard about our impact work, what types of changes are required to adopt and implement a clear impact model here in PC?

* Program solutions AND community solutions
* Impact Products
* Report on outcomes
* More emphasis on successes
* Greater/deeper partnerships and appropriate leverage
* Broader definition of leadership: intentional leading, intentional following
* Staff expertise to deliver on model?
* Much more clear community vision of where we serve with our goals, collective aspirations.
* Using data to move the needle
* Community buy-in to impact model
* Trust building

Donor Centered – Given what you heard about our impact work, the info on the bold play 1 that Dona referred to in her President's remarks and the need to tie impact to donor aspirations, what do we need to consider in order to truly be donor centered? What questions do we need to think about (at both board and staff level)?

* Understand, engage, and focus on donors as both investors and community members. Connect our products to the aspirations of our donors.
  + How do we best deliver messages with processes and capacity?
  + Real stories from beneficiaries.
  + Deeper penetration of a targeted market of the prospect pool.
  + Create separate plans for top prospects.
  + Create a clear profile of potential donors.
  + Board – joint visits and door opener.
  + Leverage mobile communications.

One Innovative High Performing Network -

* We’ll always be local, but there are times when we’re better acting as a $5+ billion organization.
* 2-1-1, do we want to “own” it?
  + Do we want it to be run it?
  + What is the pay-off for us?
* Impact work
  + how do we push out the work
  + Youth United
* Scaling programs – could be challenging.

**Hunger Free Pierce County**

Dona introduced Kevin Glackin-Coley, Food Connection and Stacy Carkonen, Tacoma Farmers Market. Along with Shawn Paton, they explained the new group form to deal with hunger in Pierce County.

The Problem

Even while we pursue strategies to break the cycle of poverty over the long term, every day people face immediate crises that threaten their health and wellbeing. The Pierce County food insecurity rate for children is 22.6% = 45,000 kids at risk of hunger.

The Opportunity

We received a grant from the George Russell Foundation to support basic needs a project. We brought food providers together to discuss possible short-term and longer-term solutions.

The Partnership

The Partnership for a Hunger Free Pierce County is a coalition of organizations and individuals working together to address the longer-term systemic issues of hunger and malnutrition in our community while increasing access to healthy food for children, families and seniors.

Mobile Food Banks

We were able to purchase 3 food vans that are being fitted with refrigeration. The vans will be wrapped with the UWPC logo and others (Russell does not want be included). One van will go to Kitsap Peninsula for their summer meals program. The other two vans will be used in Tacoma and Lakewood. This will also be a great asset to be able to pick up food that needs refrigerated that we were able to get before. Helen McGovern has been talking with Franciscan and MultiCare to pick their leftover food to be delivered to food sites. This is thousands of pounds of food that would have gone to waste. The vans may also be used for home delivery for senior and others.

A hoop house has also been purchased for Mother Earth Farm. They grow food for the food banks throughout the year. They currently have one hoop house.

Stacy spoke about the four Farmers Market located in Pierce County.

**Governance Report**

Personalized packets were handed out for the all to review, sign and return to Heidi.

* **Core Values & Code of Ethics**

This is done yearly by all board member, as individual situations change we want to make sure there is no conflict of interest.

* **Position Description And Responsibilities For Members Of The Board Of Directors**

This document should be signed by all board members, it has been updated recently.  This explains what is expected of board members.

* **Personal contact information and strengths/skills/talents**

The top of this document has personal information that we have on file which needs reviewed and correct as needed, this is for our internal use. Also, list your strengths.

**Miscellaneous**

* Tentative Board meeting set for August 28th, an update will be sent later.
* The meeting packets are being posted on our website, please go there for Board information.

**Adjourn**

Jamey adjourned the meeting at 9:30am