

March 23, 2017 SECA Advisory Board Meeting Notes
Call to Order: 10:00 a.m.

Attendees: Tina Scott (CMS), Susan Caimi (HFS), Tom Dede (**DoIT**), Lenore Roth (Aging), Michelle Silver (DNR), Jennifer Perry (DOT), Sarah Wooley (Comptroller), Charles Good (DNR)

Charities: Katie Champion (American Cancer Society), Jennifer Watkins (America's Charities), Iris Dunmore, Theresa Adams (Black United Fund), Lizzy Selzer (Community Health Charities), Linda Moses (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),

This Board Meeting began at 10:06.

We will review and approve the December meeting notes at the April Board Meeting.

SECA Chair Designee Report:

Tina discussed the current to-date report for the 2016 Campaign pledges. All figures were in except SIUE totals which were sent to Tina recently. Total pledges currently are \$2,055,614.01.

The **Federation Report** was distributed which shows what each charity received in pledges.

Tina will send Jessica Becker a breakdown of pledges for each of the United Way of Central Illinois charities.

A donor list will be distributed in about 2 weeks.

A **Campaign Dashboard** was also distributed showing pledge breakdown. Online E-pledges were up 6.7% and Event pledges were up 5.4%.

The top 10 agencies by donation and top ten agencies by pledges are also listed on the dashboard with DOC on top of both lists.

Finance Committee:

Jennifer Perry presented the proposed budget for FY2018. Total Budget Proposal for FY2018 including contingency reserve is \$59,730 – and increase from FY2017 of \$3,830.00.

Lenore Roth made a motion to approve the FY18 budget. Susan Caimi seconded the motion all approved.

Jennifer will have the assessments at the April Board Meeting.

Jennifer announced that she will be stepping down from the SECA Advisory Board and Tom Dede will take over as Finance Committee Chair after the April Board meeting.

Marketing:

There has not been a Marketing Meeting for a while. Once the new committees are formed, Marketing will be scheduling meetings for the 2017 Campaign.

Technology: Tom will update the Leadership Givers on the website.

Charities:

Catherine Miller reported that they changed the name of their Federation from Independent Charities to America’s Best Charities effective November, 2016.

She will forward their new logo and it will be updated on the website.

New Business:

The new committee structure proposal was presented.

SECA Advisory Board

Only State Employees can be committee Chairs; Federations cannot be committee chairs
SECA Advisory Board, Committee Chairs and Federations can attend SECA board meetings
SECA Advisory Board members desired to (instead of “must”) serve on a committee before serving on the board

New committee members will serve on one committee

Each SECA Advisory Board member will serve on two committees

Committees report to SECA Advisory Board

Charities will be on Federation Committee

Ambassador Training Day Committee

Agenda	Goody Bags
Awards Presentation	Speakers
Catering	Venue
Charity Fair at Ambassador Training Day	Webinar
Door Prizes	

Board Planning Committee

3-5 year plan	Recruitment
Board Policy and Procedures	Review JCAR
Committee Roles and Responsibilities	

Campaign Committee

Forms	Retiree Outreach
Growth of the Campaign	Training Manual
Financial Review (every other year)	

Federation Committee

Best Practices for Training Manual	Charity Fair Scheduling
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Growth of the Campaign

Coaching Calls

Finance Committee

Expenditures

Fiscal Year Budget

Marketing Committee

Donor appreciation gifts

Survey

Graphics approval

Theme/Slogan

Honorary Chair

Video of Honorary Chair

Media/Press Conferences

Website Update

Tina will be sending out a notice soon for members to choose where they would like to serve.

Theme and Graphics will need to be worked on soon.

Tina reported that Community Health Charities presented SECA with an award honoring SECA for their commitment to the SECA campaign as Health Heroes for 2017. Tina was present to accept the award.

Sarah Wooley reported that we need to register with the IRS for our tax exempt status.

Old Business: None

Next Meeting Date: April 18, 2017