

May 1, 2018 SECA Advisory Board Meeting Notes  
Call to Order: 10:00 a.m.

**Attendees:** Tina Scott (CMS), Tom Dede (HFS), Susan Caimi (HFS), Sarah Wooley (Comptroller's Office), Lenore Roth (Aging), Jennifer Hebel (Leg. Research Unit), Purnell Borders (Aging), Gail Hankins (SUCSS)

**Charities:** Lizzy Selzer (Community Health Charities), Jared Brown (United Way of Central IL), Linda Moses (Community Shares), Kari O'Brien (ACS), Cathy Miller (America's Best Charities), Iris Dunmore (BUFI)

Meeting notes from the March 27, 2018 Board Meeting was approved by Lenore Roth and Purnell Borders III.

### **SECA Chair Designee Report:**

Tina has left CMS and no longer the Executive Coordinator for SECA. She reported in a meeting Friday that the CMS Director is aware they need to appoint someone soon but does not expect anyone to fill that position until around June.

Our first order of business is the SECA Booklet. Generally this starts around this time of year. The date to get this to the printer is June 6. Around this time each year, Tina would reach out to United Way and then one week later, the remainder of the Main Charities to get updates from each.

Tina has offered us a proposal, since she has the program to work on the updates for the Charity Booklet, she has offered to put the booklet together for us and have it ready for the printer. She will do that on her own time and charge SECA for the service.

After some discussion with the Board Members and since we have not budgeted for this specifically, we approved and accepted Tina's offer for this service. Tom Dede pointed out that we did save money from last fiscal year by not hiring temporary workers to help with processing pledge forms. Linda Moses stated that Tina's offer to charge \$20 per hour was a bargain price and we should accept it.

We will not need to get a bid this year for printing since we have a 3-Year contract with Donnelley and this is our third year.

For next year it is suggested to cut the booklets to about half. The current contract asks for 6800 booklets. Gail suggested we cut the number of booklets to 6500 and have more posters printed. Susan will call Donnelley to see if we can get less booklets and more posters.

The training room at the CMS Testing on Mason Street has been reserved by Lenore.

The checkbook will go to Tom Dede and we will need to secure two more check signers.

Tina will send the Ambassador list to us.

Linda Moses has asked for Charity information and donor list. None of the other charities have received theirs either. Tina is aware this has to get out.

We need a place to have books, posters, etc. until someone has been appointed to take Tina's place if we need it.

Susan will check with BAS. Tom Dede will check at Churchill.

### **Committee Reports:**

**Ambassador Training Day Committee:** Lenore would like to schedule a committee meeting for next week. Some new ideas for this year and plans to boost attendance at the training are asking the Liaisons to attend, have a panel for best practices instead of a powerpoint presentation.

**Campaign Committee: Inactive**

**Board Planning Committee: Inactive**

**Federation Committee:** Tina would like two volunteers to head this committee. Part of the responsibilities would be assisting with best practices and a presentation at the training, assisting with the three coaching calls before, during and after the campaign and charity fair guidance for Ambassadors.

Jarid and Iris Dunmore volunteered to start out this year.

Tom would like to know if any charities need to have the video that is played during the Training updated, let him know or send him a one minute video.

We can't put it on the website due to copyright laws.

**Finance Committee:** No activity except for interest. The balance is \$27,219.85. We have one more payment due for the additional pop sockets - \$953.00.

**Marketing Committee:** Marketing Committee met on April 26 and discussed the Leadership gifts and donor gifts. The paperweights we found are about .20 more than the pop sockets. The perpetual calendar was about \$1.56 each. Susan sent pictures out of the proposed gifts we had to choose from. We discussed the theme for 2018. This is the 35<sup>th</sup> year of SECA so we want themes that focus on that. This is also the 200<sup>th</sup> Bi Centennial for the State of Illinois.

Our total donations after 35 years is \$80 Million.

We will agree on a theme and send that to Becky DuPont to give us some drafts for our posters and booklets.

We discussed sending out postcards as invitations to the Ambassadors so they have something visual in hand to remind them to attend the Ambassador Training and Award Ceremony.

A Save the Date needs to go out June the 12<sup>th</sup> and the actual invite with RSVP goes out July 10.

We discussed an Honorary Chair and Jesse White came up. Whoever we choose needs to be approved by the Governor's Office.

Updating the SECA website - We need to update the Leadership Givers and SECA Advisory Board. The CMS Director needs to be updated. Tim McDevitt is the new CMS Director.

We discussed visuals to entice Ambassadors to attend the training; nicer gifts. Lenore brought up buying gift cards for this year especially since it is the 35<sup>th</sup> year.

**New Business:** we would like to have a form letter on the website that Directors can send out to their employees for Ambassadors to easily find. Tom suggested another tab on the website called "Resources" for helpful information for Ambassadors.

We would like to have the gifts decided on before the Training so we can let Ambassadors know what they can relay that to their employees.

Iris asked when their updates needed to be in for the booklet. The charities will hear from Tina. She will handle this as part of getting the booklets ready and out to the printer.

**Old Business:** Sara Wooley asked how the balance in our budget comes out of the budget for FY19 and the remainder is what is assessed for the charities.

**Next Board Meeting:** June 5, 2018

Gail Hankins and Iris Dunmore Adjourned the meeting at 11:04 a.m.