

Committee Minutes

Campaign Cabinet Executive Committee

Friday, December 2, 2011, 7:30 a.m.

The Community College Foundation

1901 Roval Oaks Dr. Suite 100. Sacramento CA



Attendees:

In Person: Genevieve Shiroma, Pam Stewart, Velma Sykes, John Johnson

Staff: Steve Heath, Katie Weber, Brian Jones, Crystal Richardson and Rachell Meader

Call to Order:

Genevieve called the meeting to order at approximately 7:37 am.

Minutes:

The minutes from August 12, 2011 were unable to be approved. Quorum was not present.

AAA:

The committee feels that every board member is willing to help but needs to be managed by staff. Staff can make phone calls and email reminders to upcoming events with the committee there to help board members stay more organized and accomplish their commitments. The committee would like staff to communicate that they can be flexible with board member schedules.

The committee wants to change the AAA tracking into a fiscal year plan for the board that includes a calendar of events, prospect list for increasing campaigns and new campaigns.

The committee will be used on an as needed basis to contact board members for help on various projects and activities. The AAA tracking sheet will be used to track the load balance placed on board members.

The committee would like an email with key points to be provided to board members who were absent from a meeting.

New Accounts/ Enhancement of Accounts:

The committee feels that any board member can make a cold call to a company, even if he/she does not know anyone who works for the company. The committee suggested that we ask a business who runs an active campaign through United Way to send over a manager/representative to attend a meeting with a potential company, and explain the benefits from a business aspect of running a workplace giving campaign.

The committee would like to see the board members that have indicated an interest in helping with new accounts or enhancing accounts to become more involved.

The committee discussed importance of thanking companies that run campaigns for their donations, no matter how big or small the donation.

At the last board meeting, members indicated that they would like a one page summary of key talking points on what each impact area is doing in the community. The committee would like to show the effectiveness of our three impact areas.

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Special Initiatives:

CSUS has a new program called the Legacy Club that encourages board members to add CSUS to their will. The committee suggested that we may want to use the legacy club format to enhance our planned giving program.

The committee discussed the possibility of molding the Resource Development Committee together with the Campaign Cabinet to build momentum. Staff stated that United Way is looking at the possibility of merging the Resource Development and Marketing committees together because they seem to have common goals.

The committee suggested that United Way lists donors on the website alphabetically and by money brackets. Donors like recognition and the committee feels that it may help to gain more donors or obtain more donor information from the state campaign.

Staff Participation at the Board:

The committee would like the new EVP of Resource Development to attend board meetings occasionally to answer questions regarding campaign updates and objectives. John Johnson approved this request.

Board Giving:

Last year in the 2010/11 campaign, the board participated 24/28 (85%). Currently in the 2011/12 campaign, the board only has 17/28 (60%) participation.

2011/12 Campaign Analysis:

The staff monitors pledges and campaign dollars on a monthly basis. During this time of the year, staff is processing state campaign results first. Staff has a projection sheet they we work off of but it is constantly changing.

New Business:

Pam Stewart mentioned that Jim McGrann has recently replaced Gary Brooks as the CEO of VSP. She thought it would be a good opportunity to build a new relationship with VSP.

Adjourn:

Genevieve Shiroma adjourned the meeting at approximately 9:00 am.

Next Meeting: To be determined via email.

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Genevieve Shiroma
Campaign Cabinet Executive Committee Co-Chair

Pam Stewart
Campaign Cabinet Executive Committee Co-Chair

Rachell Meader
Campaign Cabinet Executive Committee Minute Taker

Committee Minutes

Resource Development Committee
Wednesday, January 4, 2012
UWCCR Executive Conference Room



Attendees:

Committee in Person: Carolyn Mullins, Carolyn Turpin, Allen Taylor

Staff: Steve Heath, Brian Jones, Amber Murry, Rachell Meader

Call to Order:

Carolyn Mullins called the meeting to order at approximately 7:35am.

Minutes:

The minutes from October 5, 2011 meeting were approved.

Moved: Allen Taylor

Seconded: Carolyn Turpin

Planned Giving:

United Way hosted 3 planned giving seminars in 2011. 16 attendees have scheduled follow up appointments to meet with attorney Mark Drobny and one couple has made an endowment commitment to United Way.

This year, United Way will host 3 regional planned giving seminars in Placer, Yolo, and El Dorado counties. On February 7, United Way is hosting a planned giving seminar at El Macero in Yolo County sponsored by 1st Northern Bank.

The committee suggested that staff speak with Umpqua Bank about becoming a planned giving sponsor in Placer County. The committee also recommended hosted estate planning seminars in future years as well to continue to reach out to the community.

Next Phase:

Staff reviewed the Next Phase fact sheet. The committee suggested changing some of the verbiage on the document to relate to all retiree aged individuals, rather than just workplace retirees.

The Next Phase document was approved.

Moved: Allen Taylor

Seconded: Carolyn Turpin

Women in Philanthropy:

In October 2011, United Way hosted the 10th Anniversary Celebration of Women in Philanthropy Luncheon at Macy's Downtown Plaza. The luncheon featured a fashion show consisting of 10 foster youth and 10 Women in Philanthropy members. Each foster youth was able to keep the outfit they modeled in the fashion show.

United Way hosted a holiday party in December 2011. This event sponsored 50 foster kids to receive gifts through the Gifts from the Heart Program and collected 133 stockings and blankets for emancipated foster youth.

Women in Philanthropy will be having a member celebration in March 2012 and a towel/toiletry collection for foster youth in April 2012. United Way is currently searching for a venue to host the Women in Philanthropy luncheon at in October 2012.

Marketing Update:

The Marketing Committee is editing and reviewing a one page document of speaking points that will summarize the 3 United Way impact areas.

Committee Minutes

Resource Development Committee
Wednesday, January 4, 2012
UWCCR Executive Conference Room



Staff has been working hard to promote our 3 impact areas of Education, Health and Income. United Way will be partnering with Barnes and Noble and possibly the Sacramento Bee to host a book drive for the Star Readers project in March 2012. Last year, United Way hosted a night at the Rivercats for their campaign kick-off in August to build publicity for the Fit Kids program. Staff are currently discussing ways to create more visibility for the \$en\$e-Ability program.

The committee suggested that staff set up a meeting with key contacts from the Metro Chamber to build an event partnership.

Emerging Leaders Update:

United Way hosted a winter social event to promote the Emerging Leaders program and gain potential members. Emerging Leaders will be hosting various social events and workshops throughout 2012.

New Business:

The committee would like staff to follow up on contacting Jared Wurm at Morgan Stanley to possibly sponsor an event or planned giving seminar.

Adjournment:

Carolyn Mullins adjourned the meeting at approximately 9:00am.


Carolyn Mullins
Resource Development Committee Chair


Rachell Meader
Resource Development Committee Minute Taker



Committee Minutes

Committee: Education Impact Council
Date/Time: Thursday, January 5, 2012 at 3:30 p.m.
Location: Intel Conference Room

Members Present:

Kim Hewitt (Chair), Hur Khan Allen, Dave Cable, Mark Joske

Conference Phone:

Sandy Kataoka, Lisa Thee

Staff Present:

Steve Heath, Donna Mobley and Jennifer Minett

Call to Order:

Kim convened meeting at 3:30 p.m.

Discussion Items:

Announcements

The reporting forms were e-mailed to the STAR Readers funded partners. It was noted that the Literacy Assessment spreadsheet will not be printed out. There will be a summary report which comes from the Literacy Assessment.

Jim McDaniel stepped down as Co-Chair and Member of this Council. Kim asked the Council if someone could be a Co-Chair. Kim also reminded the Council to help recruit new members.

Action Items:

Minutes from the Previous Meetings-Kim Hewitt

Recommendation/Motion: Kim Hewitt motioned to approve minutes from December 1, 2012. Dave Cable moved to approve motion/recommendation. Motion seconded by Lois Mendoza. Motion carried 6/0.

Recommendation/Motion: Kim Hewitt motioned to approve minutes from December 8, 2012. Dave Cable moved to approve. Mark Joske seconded the motion. Motion carried 6/0.

Yolo County Funding Plan-Mark Joske

Council reviewed the Davis Bridge Educational Foundation funding plan for Yolo County. Steve has requested to obtain their financials and 990. This agency is not certified with United Way and will need a fiscal agent. Some money will need to be set aside for the fiscal agent.

Committee Minutes

Committee: Education Impact Council
Date/Time: Thursday, January 5, 2012 at 3:30 p.m.
Location: Intel Conference Room

Recommendation/Motion: Mark Joske motioned to approve the funding recommendation of \$25, 500 Davis Bridge Educational Foundation. Hur Khan Allan moved the recommendation/motion. Dave Cable seconded the motion. Motion carried 6/0.

Placer County Funding Plan-Kim Hewitt

Council discussed the Boys and Girls Club funding plan. The Boys and Girls Club of Auburn has plans to run this program in their new facilities. Their new facilities have a Literacy Center where kids can read. There is a local library that comes to the center to help the children. The Council discussed that Leapster and the Reading Center should be a one time cost.

There were a few questions the Council had for the Boys and Girls Club of Auburn. The two questions were: How is Leapster going to be incorporated? How will they do their one-on-ones with the students?

Council also thought that serving 100 kids was too many for \$68,300. It was suggested for the Boys and Girls Club of Auburn to serve 65 kids in 1st and 2nd grades.

Recommendation/Motion: Kim Hewitt motioned to approve funding recommendation for the Boys and Girls Club of Auburn to receive \$45,000 to serve 65 kids. Hur Khan Allan moved the recommendation/motion. Dave Cable seconded the motion. Motion carried 6/0.

There is money set aside for DIBELS Training. Boys and Girls Club of Auburn and Davis Bridge Foundation will receive materials for DIBELS training.

Sacramento Children's Home-Donna Mobley and Kim Hewitt

The Council had a conference call on December 8, 2011 regarding the plans for the Sacramento Children's Home. The Sacramento Children's Home will continue at the same service level with the funding they received.

List of Handouts

1. Education Impact Council STAR Readers Funding Year 2011-2012: October 1, 2011 through September 30, 2012
2. Education Impact Council STAR Readers Funding Year 2011-2012: Supplemental Costs
3. Boys and Girls of Auburn Funding Plan
4. Davis Bridge Educational Foundation Funding Plan

Adjournment

Kim adjourned the meeting at 4:15 p.m.

Next Meeting

The next meeting is scheduled for Thursday, February 2, 2012 from 3:30 p.m.-4:30 p.m. at United Way in the Intel Conference Room.



Committee Minutes

Committee: Education Impact Council
Date/Time: Thursday, January 5, 2012 at 3:30 p.m.
Location: Intel Conference Room

Signatures:

Ken Hewitt Date 3/1/12
Chair/Co-Chair of Impact Council

Kim Hewitt Date 3/1/12
Print Name

Jennifer Minett Date 3/1/12
Impact Staff

Jennifer Minett Date 3/1/12
Print Name

Committee Minutes



Committee: Health Impact Council
Date/Time: Wednesday, February 8, 2012 at 12:00 p.m.
Location: United Way Intel Conference Room

Present:

Dave Wilson (Chair), Julie Hubbs, Marty Keale, Ruth Miller, Ajay Pandurangi

Conference Phone:

Carole Pirruccello, Randy Tooker and Jana Iversen from Boys & Girls Club of Auburn

Staff Present:

Janas Durkee and Jennifer Minett

Call to Order:

Dave convened the meeting at 12:00 p.m.

Action Items:

Summary Minutes

Motion/Recommendation: The minutes from January 11, 2012 were approved. Ajay Pandurangi motioned the recommendation/motion. Ruth Miller seconded the recommendation/motion. Motion carried 6/0.

Placer County Expansion/Boys and Girls Club Funding Decision

Randy Tooker and Jana Iversen discussed their program. Randy gave an overview of Boys and Girls Club of Auburn where kids come during the summer and after school. There is a gym and a garden at their facilities. Many kids can partake in various activities.

Questions the Council had for the Boys and Girls Club of Auburn:

- How are they going to fill the hours?
 - They are going to use a schedule that lists activities to fill the hours
 - She will create a chart to track the kids' activities
- How are they going to target 100 kids?
 - There are many kids that come to the Boys & Girls Club of Auburn
 - The plan is to track only 100 kids using United Way dollars but to include others
- Is there a family component?
 - Kids will encourage their parents to make healthy eating choices and will meet with parents as well
 - As the program progresses, kids might involve their parents on their projects
 - This club is working on a parent engagement part of the program

MSC: The funding recommendation for the Boys and Girls Club of Auburn was amended from \$48,079 to \$48,600. This is to include the \$500 cost of the Fitness Gram 9 in their program (Marty, Ajay 2nd, vote unanimous).

Committee Minutes



Committee: Health Impact Council
Date/Time: Wednesday, February 8, 2012 at 12:00 p.m.
Location: United Way Intel Conference Room

Discussion Items:

Site Visit Updates

Ruth provided an update about her visit to the YMCA of Superior California. She was impressed with how kids were engaged in the Fit Kids program.

Announcements

Janas, Julie, and Carole went to the Fitness Gram 9 training that will be integrated into the Fit Kids program. The training was held in West Sacramento.

The Health Impact Council will know if there is a Soccer Grant by March 1, 2012. The Fit Kids partners are participating except YMCA of Superior California.

Next Steps

1. Visit the Boys and Girls Club of Auburn during the summer

List of Handouts:

1. Schedule from the Boys and Girls Club of Auburn
2. Boys and Girls Club of Auburn Proposal

Next Meeting

The next Health Impact Council meeting will be on Wednesday, March 14, 2012 from 12:00 p.m. noon to 1:00 p.m.

Committee Minutes



Committee: Health Impact Council
Date/Time: Wednesday, February 8, 2012 at 12:00 p.m.
Location: United Way Intel Conference Room

Adjournment:

Dave adjourned the meeting at 1:00 p.m.

Signatures:

[Handwritten Signature] Date 3/14/2012
Chair/Co-Chair of Impact Council

Dave Wilson Date 3/14/2012
Print Name

[Handwritten Signature] Date 3/14/2012
Impact Staff

Jennifer Minett Date 3/14/2012
Print Name

Committee Minutes



Finance & Administration Committee
Friday, February 17, 2012, 7:30 AM
Intel Conference Room at United Way

Attendees

Annette Bachmeier, Richard Boje, Mark Hoag, John Johnson, Stirling Price, Dave Wilson, Rick Young

Staff

Steve Heath, Victoria Kosha

Call to Order: Mark Hoag

There being quorum present, Committee Chair Mark Hoag called the meeting to order at 7:29 AM.

Welcome/Introduction of New Committee Member: Mark Hoag

Mark Hoag welcomed new Committee member, Annette Bachmeier.

Approve Minutes of the January 20, 2012 Meeting: Mark Hoag

Recommendation/Motion: To approve minutes of the January 20, 2012 meeting.

John Johnson moved to approve the recommendation/motion. Motion seconded by Dave Wilson.
Motion carried 7-0.

Financial Reports: Victoria Kosha

The Committee reviewed the January 31, 2012 financial reports prepared by staff.

Staff will monitor cash on hand and provide an update to the Committee on a quarterly basis.

The Committee requested that staff prepare a 5 year history of Community Impact Fund versus designations. Staff will also provide an updated reserve analysis report.

Finance and Administration Committee Future Priorities - Meeting Frequency: Mark Hoag

Based on conversations at the February 10-11 Board Planning Session, the Committee discussed reducing the frequency of Finance and Administration Committee meetings per year. The Committee made a decision to continue meeting on a monthly basis.

Finance and Administration Committee Future Priorities - Planning/Budget Process: Mark Hoag

The Committee discussed the process and timing for the approval of the 2012-13 business plan, operating budget and Community Impact budget.

Based upon zero based budgeting, staff was asked to provide the Committee with the process used to determine the 2012-13 operating budget and Community Impact budget.

Senior staff will schedule Committee Chairs to meet with F&A Committee to discuss budget/goals for the upcoming year. Narratives for budget increases will be provided to the Committee prior to the meeting.

Finance and Administration Committee Future Priorities - Business Plan Goals: Mark Hoag

The Committee decided on three goals for 2012-13:

- Oversight
- Board Education
- Special Projects

Committee Minutes



Finance and Administration Committee Future Priorities - Year-At-A-Glance Workplan: Mark Hoag

The Committee will continue monitoring the workplan and staff will work towards completing the tasks listed.

Sacramento Foundation: Steve Heath

The Board of Trustees will meet today with two investment management companies. Sacramento Foundation will select one group and decide how to move forward with transferring the assets currently with the City of Sacramento.

Executive Session: Mark Hoag

The Committee went into Executive Session at 8:47 AM.

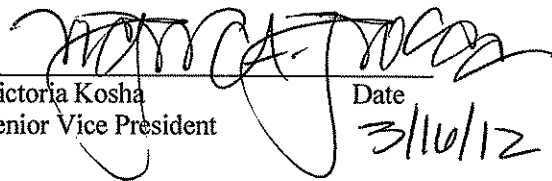
Adjournment

Mark Hoag adjourned the meeting at approximately 9:04 AM.

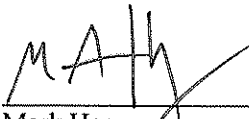
Next Scheduled Meeting

Friday, March 16, 2012 at 7:30 AM in the Intel Conference Room at United Way.

Minutes Taken By


Victoria Kosha
Senior Vice President
Date
3/16/12

Minutes Approved By


Mark Hoag
Committee Chair
Date
3/16/12