

**STATE EMPLOYEES CHARITABLE GIVING CAMPAIGN
ADVISORY COUNCIL MEETING MINUTES**

Department of Public Health and Human Services
111 North Sanders, Room 107
Helena, MT, 3:30pm

Wednesday, February 20, 2019

Members present: Mike Manion, Kirsten Wrzesinski, Pam Carlson, Sandy Booth, Bill Crane, Penny Fassett, Gary Owen (via phone)

Members excused: Frank Clinch, Danielle Williams, Hope Stockwell, Liz Bangerter

Contractor: Dana Friede for Brittany Rooze

SITSD Staff: Penne Cross

DOA Staff: Lauren Berka

- A. Greeting/Call to Order
 1. Mike Manion called the meeting to order at 3:39 p.m.
- B. Review Minutes and Financials
 1. Review November 2018 minutes.
 - a) A quorum was not present at the January 2019 meeting and so the November 2018 minutes were not approved. **MOTION:** Bill Crane moved to correct the word "August" in Item 2 (i.e. "Pam moved to approve the August minutes." It should have read "Pam moved to approve the October minutes."). Penny Fassett seconded the motion. The motion passed unanimously.
 2. Review January 2019 minutes.
 - a) **MOTION:** Bill Crane moved to accept the January 2019 minutes. Kirsten Wrzesinski seconded the motion. The motion passed unanimously.
 3. Review December 2018 financials.
 - a) A quorum was not present at the January 2019 meeting and so the December 2018 financials had not yet been approved. **MOTION:** Bill Crane moved to accept the December 2018 financials. Sandy Booth seconded the motion. The motion passed unanimously.
 4. Review January 2019 financials.
 - a) **MOTION:** Pam Carlson moved to accept the January 2019 financials. Penny Fassett seconded the motion. The motion passed unanimously.
 5. Note: The Council did not have the November 2018 financials available. These will have to be approved at the next meeting.
- C. Review Meeting Agenda and Dates

1. The next meeting is planned for Wednesday, March 20, 2019. Pam Carlson reported she could not attend. Lauren reported on the progress of locating the missing Council minutes. With the help of Council members, she was able to recover digital versions of all the minutes, except for May 2017 and May 2018. For these months, we have scanned PDFs of the minutes. All these minutes have been posted on the SECGC website: <http://hr.mt.gov/charitablegiving>

D. Public Comment

1. None.

E. Fiscal Agent Report – Dana Friede

1. Brittany was not able to be present at this meeting. Dana shared Brittany's notes. Dana reported that SECGC received the two payroll deduction deposits per usual and paid Print and Mail \$584.00 for the new yard signs for the 2018 Campaign.

2. The 2019 budget needs to be approved. It is the same as 2018 except for the following:

a) (4300) Application fee income was brought down from \$8,000 to \$7,100 because we have seen a drop in the number of nonprofits participating in the campaign. In 2017 there were over 400 and in 2018 there were 375. Brittany said she believes the main reason is that there are a lot of nonprofits who do not make enough from this campaign to justify the cost and time it requires to apply. She said she believes that for 2019 we would hold steady around 375 while some nonprofits will drop out and others will join. 2018 revenue for this line item was \$7,064.00.

b) (4350) Campaign Kickoff Attendance Fee income was brought down to \$1,500.00. We had to cap attendance at this year's event at 60 due to space. $60 \times \$25/\text{participant} = \$1,500.00$.

c) (6320) Application Services is the expense we pay for Submittable. It costs \$72/mo. $\times 8$ months (March – October) = \$576.00

d) (6410) Audit cost is expected to increase by \$100.00 each year, per contract with JCCS.

3. The 2017 Campaign audit is underway. Brittany and Alex with JCCS have been in communication and there are no issues at this point. Brittany believes we will have no issues hitting the 3/15/2019 deadline.

4. All non-profits have been notified of their 2018 Campaign results and given their list of donors who wish to be recognized.

5. Tax receipts to 2017 Campaign payroll donors went out on 2/12/2019 (2017 Campaign payroll deductions happen 1/1/2018 – 12/31/2018 so they are applicable for taxes being filed Spring 2019).

6. Tax receipts to 2018 Campaign cash donors are in process.

7. Mike Manion asked if there were any questions on the budget. There were none. **MOTION:** Sandy Booth moved to approve the 2019 Campaign budget. Gary Owen seconded the motion. The motion passed unanimously.

F. Coordinator Report – Dana

1. Dana shared Brittany's notes re: the Coordinator Report. Last month the Council discussed the possibility of profiling non-profits each week in next year's Campaign. There was concern about how we could do this while not creating an unfair advantage for any one nonprofit. Alison and Brittany discussed possible ways to do this and came up with the following option:

a) We could create taxonomy codes (essentially categories) that each nonprofit could categorize itself under in its application, then create general stories for each code, highlight the story (i.e. code) for the week, and then list all the nonprofits that have categorized themselves in that code. Each nonprofit could choose 3 codes with which to categorize itself.

(1) For example, taxonomy codes could be animals, shelter, hunger, housing, land preservation, etc.

2. The Campaign application window usually opens around mid-March. Last year we sent both a post card and an email notification of the application details. We can send via both methods again this year or choose one or the other. Pros and cons include:

(1) Email – cheap, but turnover is high in non-profits, so the odds of it bouncing back are greater

(2) Postcard – costlier and easily could be thrown away or lost in the postal system, but addresses do not change as often

b) Application will look virtually the same this year with the addition of the taxonomy codes, if we decide to go that route.

c) Gary Owen suggested sending the email and then following up with a postcard. However, the discussion revolved around whether the small decrease in cost for just sending emails would be worth the extra effort and time. It was decided that both emails and printed postcards would be sent.

d) Pending a decision about taxonomy codes, March 25 is the deadline for applications. Council asked that Brittany send out the sample application with taxonomy categories listed so that they could see what it would look like.

G. Chairman's Report – Mike

1. Mike reported that he had not received anything from JCCS. That will be happening in the next few months. There was no other business.

H. New Business

1. None

I. Adjourn

1. **MOTION:** Bill Crane moved to adjourn. Pam seconded the motion. The motion passed unanimously.

2. The meeting adjourned at 4:21 p.m.