

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

United Way of Lewis & Clark Area
75 E. Lyndale Helena, MT 59601
Wednesday, July 24, 2019 3:30pm

Members Present: Mike Manion, Bill Crane, Kirsten Wrzesinski

Members Excused: Danielle Williams, Hope Stockwell, Penny Fassett, Jasyn Harrington, Gary Owen, Sandy Booth, Liz Bangerter

Contractor: Brittany Rooze

SITSD Staff: Denise Adamson

DOA Staff: Belinda Adams

I. Greeting/Call to Order

- A. Mike Manion called the meeting to order at 3:39 p.m.
- B. Not enough members are present for a quorum.

II. Review Previous Advisory Council Meeting Minutes

- A. June 26, 2019 meeting minutes were reviewed. Since there isn't a quorum the notes will be reviewed and approved at the next meeting.
- B. The next meeting is planned for Wednesday, August 21.

III. Fiscal Agent Report

2017 Financials	
2017 Campaign Revenue	\$448,576.08
2017 Campaign Expenditures	\$448,576.08
2017 Campaign Net Income	\$0.00
2018 Financials	
2018 Campaign Revenue	\$242,779.62
2018 Campaign Expenditures	\$144,195.49
2018 Campaign Net Income	\$98,584.13
2019 Financials	
2019 Campaign Revenue	\$7,459.77
2019 Campaign Expenditures	\$1,260.38
2019 Campaign Net Income	\$6,199.39

- A. For the 2019 financials, Mike Manion stated the application fee total has increased from last month although it seems low for this close to the kickoff.

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- B. Bill Crane asked why the financials do not always show a zero balance for previous years. Brittany Rooze answered that the reason there isn't a consistent zero balance is because the uncollectable account isn't shown on the spreadsheet. Mike Manion asked about including the line item for uncollectable in the financials. Brittany said that they budget for not receiving 5% of the money, although that amount varies from year-to-year. The final decision was to leave the financials as they are now.
- C. Brittany Rooze explained the actuals for June 2019. The Campaign received income from applications and registrations, as well as two deposits from pay roll deductions. There were no expenses for the month. However, the Campaign did receive a bill for the audit and that payment will post in July.
- D. For 2019 campaign, Bill Crane asked if the income was close to being final. Brittany Rooze answered that it was very close. We have \$819.36 for the kickoff event that will be happening in September.
- E. Brittany Rooze stated that 40 of 60 spots are filled for the kickoff. Pads for Paws only has one space this year, instead of two as in previous years.
- F. Since there isn't a quorum, the financials will be reviewed at the next meeting on August 21.

IV. Coordinator Report

- A. Brittany restated that 40 of 60 are registered for Helena. She will be working with Missoula later this week to get things finalized for its kickoff event.
- B. Brittany raised concern for how to get employees outside of Helena to participate.
 - 1. Mike Manion stated he would, as he did last year, ask at the cabinet meeting about getting cabinet members to encourage their employees to attend.
- C. Brittany stated the Great Falls kickoff is uncertain. The members in Great Falls don't feel that participation is high enough to warrant doing it again.
 - 1. They did suggest a travelling kick-off at four different places. Brittany stated that logistics of this may be difficult, since it would entail all nonprofits and staff to move and setup at four different locations throughout the day.
 - 2. Bill suggested that the nonprofits will need to travel light from location to location, for example only bring brochures with them. This would allow for the nonprofits to quickly and easily move from location to location.
 - 3. Bill also reminded us that the goal this year is to engage employees outside of Helena. To that end, he suggested going mobile.
 - a) Belinda Adams suggested doing something like a Facebook live for the Helena kickoff rotunda event. Brittany suggested a "live reporter" for the event.

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- b) Brittany brought up that it might take a few years to gain traction, although you need to start somewhere. She also said that it's easier for nonprofits to utilize mobile to reach people statewide. The Campaign need to keep that in mind going forward.
- c) Bill Crane asked about accessibility for social media for state employees. Denise Adamson stated that Facebook or Google isn't accessible for state employees, although Twitter is. Concern was raised about too many people tuning into the live videos and the server crashing or internet bandwidth being overloaded. It was determined that it'd be better to prerecord short videos to release throughout the day.
 - (1) Denise Adamson suggested a Twitter board for the event with giveaway for remote participants. It would require monitors in the rotunda. The event would need a hashtag, like #SECGCisgreat or #SECGC2019. Competition based on number of tweets for location or department. Tweets will need to monitor for what's allowed in the feed.

(a) Belinda Adams will look into hashtags for the next meeting.

- 4. Mike Manion brought the conversation back to Great Falls. Brittany Rooze talked about up time constraint concerns for nonprofits going to multiple sites in one day.
 - a) A decision was made for Brittany Rooze to ask Gary Owens to reach out to Great Falls nonprofits to see what they think about going to multiple locations. The locations would be MDT, DPHHS and School for Deaf and Blind. A timeline of one hour of each place plus travel time.
 - b) Other considerations would be ensuring the agencies will give the Campaign a central spot for an hour.
 - c) It was decided that we will wait to hear back from Gary Owen before reaching out to the agencies and planning it further. If there isn't any interest, then we will cancel the physical kickoff for this year and plan on going mobile for next year.

D. Website

- 1. Brittany Rooze will reach out to the nonprofits for a short video to be included with their profile. It's will be up to the nonprofits to submit a link to us. Links must be submitted by the end of August.
- 2. Brittany Rooze asked about only having one website for the Campaign that both employees and non-employees access. There would be links on the MINE site to the public facing site. This would help to minimize confusion. Everyone agreed with this plan.

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- E. Taxonomy codes were added this year for nonprofits participating. Brittany Rooze requested help writing feature stories for each code. She will send out an email asking for volunteers to help.
- F. Brittany Rooze will work with Belinda Adams to setup Campaign coordinator trainings. There will be two meetings this year.
 - 1. Bill Crane suggested to setup mentorships for coordinator trainings. This entails each coordinator pairing up with another one to share ideas and help each other implement ideas.
- G. Brittany Rooze asked if anyone had any prizes for the Campaign. As of right now, there haven't been any. Brittany stated that all big ones need to be arranged by August 2.
 - 1. Delta Dental was suggested as a company to be contacted for a prize. Mike Manion will get Brittany its contact information.

V. Chairman's Report

- A. None

VI. Public Comment

- A. None

VII. Other Business

- A. None.

VIII. Adjourn

- A. The meeting adjourned at 4:39 p.m.