

SECGC ADVISORY COUNCIL MEETING MINUTES

Wednesday, November 20, 2024, 3:30 p.m.

Location: Remote via Zoom

Agenda

1. Call to Order – Dean called the meeting to order 3:31 p.m. A quorum was present.
Advisory Committee Members: Brett Christian, Sarah Green, Dean Mack, Mandy Rambo, Kathy Ralston, Anita Wilke, Kirsten Wrzesinski
Excused: Sandy Booth, Gary Owen
Non-Committee Attendees: Bill Crane, Mike Murphy
Excused: Emily McVey
2. Review meeting agenda and upcoming meeting schedule.
 - a. Next meeting was scheduled for December 18, 2024, at 3:30 p.m. The council agreed to cancel the December meeting.
3. Review and approve the October 16, 2024, meeting minutes. Mandy moved to accept the minutes as written. Kathy seconded the motion, and it passed unanimously.
4. Fiscal Agent Report – *Emily McVey*

Dean shared that the balance sheet indicates a negative net income of -\$836.34, which Joy indicated was a timing issue. During the meeting, Joy emailed Dean notifying him that the financial reports were incorrect. The Council agreed to not act on the financials until the reports are corrected. Dean will forward the corrected financial reports to the council when they are received.

5. Coordinator Report – *Bill Crane*
 - a. 2024 Campaign Update – Bill stated that the 2024 campaign achieved 92% of the \$400,000 goal. Bill recommends that future campaigns be scheduled to last 4 weeks with the option to extend to a fifth week if needed.

Bill collected the SECGC campaign signs and has them in storage for the next Program Coordinator. He noted that several signs are gone this year from around the Capitol complex and some streets of the surrounding area. If you see any signs, let Bill know.

Bill shared the following considerations based on this year's campaign:

- Although technology is great, we didn't seem to reach all state employees using the GovDelivery emails. The Department Coordinator role is important to provide information to agency employees, and Bill suggested using the Department Coordinators more for communicating directly to each agency's employees.
- Bill is not sure the Missoula campaign kickoff event is really beneficial. This year, more employees were present than nonprofits at the event.

It is not well attended, so he suggests it be evaluated closely for next year's campaign.

- Dean mentioned that the pop-up message that employees were to get each day when logging into the state network was run through a new application. Mandy mentioned she only received one pop-up message. She asked how often the email addresses are updated for GovDelivery, which Dean mentioned it is updated approximately every two weeks. Bill will put together a thumb drive for whoever gets into.
- The committee discussed the importance of the Department Coordinators, and several ideas were shared that may be beneficial to share with the Department Coordinators for the next campaign. Mandy will share the email templates that Commerce used to promote the campaign. It features leadership sharing which nonprofits they supported and why.

Kathy shared that she sent information to the Corrections employees, and she was careful to balance the number of emails from the GovDelivery emails and her agency emails.

The recommendation for next year's campaign is to send the SECGC emails to the Department Coordinators and ask the Department Coordinators to send the emails to each agency's employees. This method of communicating feels personal.

Ideas were shared about different methods of fundraising that worked for differed agencies. Examples included DPHHS creating a traveling basket, holding auctions, creating competitions between agencies, using a coin jar challenge (silver coins added value and pennies reduced value), and Cat/Griz baskets auctioned to the highest bidder.

Mandy shared that at another organization, the leadership agreed to get whipped cream pies thrown in their faces when employees made donations.

Kirstin shared that previously her department conducted 50/50 raffles, where the winner received half of the donated amount, and the other half went directly to the SECGC. She said several times the winner donated that portion to the SECGC too. This fundraiser idea would need to be researched as it may be considered gambling and therefore not an option.

Bill mentioned that this year's \$1,000 prize winner does not want her picture on the website.

Bill was asked when his official "retirement" date is from the SECGC. He said that depends on when the new Program Coordinator is onboard. Bill will make sure a good transfer of knowledge, information,

and items happens before he is finished with his role.

6. Chair Report – *Dean Mack*

- a. Program Coordinator Update – Two responses were received for the Program Coordinator solicitation. One vendor responded with a bid of \$14,495, and the other was for \$15,000. The lower bidder is from out of state. Bill stated that most of the functions can be completed remotely, and that only one or two times per campaign is travel required. This year, most of the prizes were gift cards, which made it easy to mail them to the winners. Gift cards were easy to collect and distribute to the winners. The benefit to a store to provide a gift certificate is that if it is not redeemed, the store is not losing any money. The corporate gift cards also provided easy prizes for those winners not located in Helena. Only a few hard goods that were donated this campaign.

The council discussed the solicitation and the responsibilities that would need to be completed for a vendor who is remote. After thorough discussion, Brett moved to contract with Tansi Consulting LLC; Mandy seconded the motion, and it passed unanimously. Dean will coordinate with Procurement to have the contract issues to Tansi Consulting LLC.

7. Other Business:

Anita apologized for having missed the two previous meetings due to emergencies. She is glad to be with us today. Mandy mentioned that Anita has several puppies available if anyone needs a puppy, please let Anita know!

8. Public comment, if applicable – None.

9. Adjourn – Kathy made the motion to adjourn the meeting at 4:30 p.m. Brett seconded the motion, and it carried unanimously.