

**STATE EMPLOYEES CHARITABLE GIVING CAMPAIGN**

**ADVISORY COUNCIL MEETING MINUTES**

**Wednesday, August 15, 2018**

Department of Public Health & Human Services, 111 North Sanders, Room 107, Helena

**Members present:** Mike Manion, Bill Crane, Hope Stockwell, Kirsten Wrzesinski, Danielle Williams, Sandy Booth, Pam Carlson, with Gary Owen via phone.

**Members excused:** Frank Clinch, Liz Bangerter, and Penny Fassett

**Contractor:** Brittany Rooze

**SITSD Staff:** Penny Cross

**DOA Staff:** Steven Hrubes

- 1. Greeting/Call to Order.** Mike Manion called the meeting to order at 3:35 p.m. Mike introduced Penny Cross to the committee, who has been the person helping on this year's campaign with IT.
- 2. Review minutes and Financials.** Mike asked the members to review the minutes. Bill made a motion to approve the July minutes. Hope seconded the motion, and the motion was approved unanimously.
- 3. Review meeting agenda** and advisory committee members' schedules for the upcoming meetings.  
No known conflicts at this time
- 4. Public Comment**, if applicable  
None.
- 5. Fiscal Agent Report** – Brittany Rooze

Two more payments bounced back from the Q4 2016 campaign payout, made on June 29, 2018, due to invalid banking info. One of the two was successfully resent, but the second organization, The Nest, is no longer in business. Therefore, that money (\$14.07) will go back into the overall campaign budget and be distributed equally amongst the rest of the participants.

Current Financials

2016 Campaign Revenue	\$511,195.43
2016 Campaign Expenditures	\$507,686.24
2016 Campaign Balance	\$3,509.19
2017 Campaign Revenue	\$ 284,755.00
2017 Campaign Expenditures	\$ 147,432.91
2017 Campaign Balance	\$ 137,322.09

2018 Campaign Revenue	\$9,952.56
2018 Campaign Expenditures	\$3,596.62
2018 Campaign Balance	\$6,355.94

Brittany explained that the only change to the 2017 campaign was 2 more payroll deposits from the State for campaign contributions. We have received more prize money from business donors as well as more from BCBS, so that will be reflected next month. Also, there will be more Rotunda Event income from table fees.

Mike asked for some clarification on the totals portion of the financials, so everyone was clear as to what was going on, especially for newer member of the committee, and Brittany walked the council through the 3 year tracking process.

Bill motioned to adopt the 2018 July financials, and Sandy seconded the motion. The council voted unanimously.

#### 6. **Coordinator Report** – Brittany

In June, Gary Owen pointed out that the SECGC financials are prepared on a cash basis. Generally Accepted Accounting Principles (GAAP) best practice is to prepare financial statements on an accrual basis, so he asked if we should be doing so. This would require a balance sheet to be created along with the current income statement to show the liability of what we still owe to the participants of each campaign and the accounts receivable of what we still expect to receive from the donors for each campaign. However, after talking with Alex Schillinger, the SECGC auditor from JCCS, it was determined that cash basis is sufficient, and we can proceed without change.

The council was grateful to have gone over the logistics of the numbers for clarification and better understanding.

Brittany spoke to the president of Westaff and they are willing to do what they had last year with 2 weeks of free advertising on their billboard, valued at \$1000 dollars in contribution. The committee discussed if it would be prudent to track the in kind contributions to report, and that created further discussion as to tracking all in kind contributions as a whole to give more data potential for the SECGC. Brittany went over the other types of “in kind” contributions and the committee decided it would not be of use or worth, as it was not enough in value to use as promotion.

37 NPO’s total are signed up for the event, but more are expected as they all tend to sign up at the last minute.

To try and make attendance increase at the Kalispell Kick-Off event, individuals at NPO’s have expressed interest in doing face to face post card drop offs at local state buildings to their employees to encourage their participation and spur engagement for the events. The NPO’s would like a better attendance overall to be convinced to continue participation in the event. Other cities have expressed similar concerns, but are less worried.

The Billings event may be too difficult to pull off this year due to understaffing at the local UW. The council discussed waiting a year to see if staffing increased, or if there could be other potential places, hosts, etc, to continue the event for the current campaign. Due to the

short amount of time to pull it together, the council decided to postpone the Billings Kick-Off event a year, but will still send promotional materials to the Billings State Departments to spread the word and encourage campaign involvement.

Brittany asked if the Bigger departments need more volunteer coordinators and how that should look as a structure going forward. Gary offered that he thinks having more coordinators is a key piece of the campaign and gaining that connection with people to participate. Kirsten said that in previous years she has always relied on different contacts she personally vetted herself to assist her in spreading the word. Brittany will add this thought into her coordinator trainings and encourage similar practices with other department coordinators.

The council discussed the nuances and realities of getting a contact for the campaign in all department buildings, as all agree it is important to get more contacts and coordinators, and specifically ask that the coordinators create the contacts to assist them. Mike said he could try and get correspondence to the directors to send out messages to their employees and encourage participation.

Discussion was had over what gaps in each department would need to be filled, and in what divisions. Committee members volunteered to reach out to some from there department if there was a gap.

Mike and Brittany clarified that the Kick-Off Events tactics are tied to, but separate to the cause of reaching out for volunteers and coordinators.

Hope asked if the Kick-Off Event cities have increased in giving, or if time and resources would be better spent in focusing on getting more coordinators and contacts in all state buildings, or if a combination of both are the way to go. Brittany will gather data if possible and report back to the committee, and the council agreed they would talk further from that point

Sandy Booth, Mike Manion, Pam Carlson. A couple others said they would let me know at the next meeting on Sept 19.

Brittany also needs volunteers for pizza and coffee pick up for the Rotunda Event, but can be solidified at the next meeting.

The idea of possibly getting a GSD representative on the committee to help with getting contacts and other questions more easily answered was put forth, and Mike will look into it, and further discussion can be had on the subject.

Brittany also asked for help in writing two or more letters from the Governor. Bill and Hope said they would spearhead that project and assist how they could.

## **7. Chairman's Report – Mike**

Bill reported there was only one upload needed with the Data for the Click and Give system, which is a record. The committee was happy everything went smoothly and excited the process is now simple for everyone involved.

Penny said that everything has been great on her end, but suggested possibly updating marketing to liven up the overall appearance and language. Bill concurred and agreed that there may be some benefit to reword the homepages and such for all SECGC landing sites, as it is outdated and stuffy. Mike will see about getting it covered and the put forth to the committee the changes that could be made.

8. **Other Business** as needed

None

9. **Adjourn**

Mike asked for a motion to adjourn. Bill made the motion, which Hope seconded. The meeting adjourned at 4:47 p.m.