

**STATE EMPLOYEES' CHARITABLE GIVING CAMPAIGN
ADVISORY COUNCIL MEETING
Wednesday, February 19, 2014
75 E. Lyndale**

- 1. Greeting/Call to Order.** Chairman Jack Lynch called the meeting to order at 3:32 p.m. Members present: Jack Lynch, Mary Wright, Bill Crane, Marcia Armstrong and Gary Owen. Members excused: Matt Dale, Kathy Miller and Kirsten Wrzesinski. Staff present: Helen Betts. Contractor present: Alison Munson. Lynch announced that Dave Paton has resigned from the Council. Visitor present: Melissa from the Montana Children's Trust Fund.
- 2. Review Minutes from January 15, 2014, Meeting.** Crane moved, seconded by Owen, to approve the minutes. The motion passed.
- 3. Review Meeting Agenda and Advisory Council Members' Schedules.** The next meetings are scheduled for March 19, April 16 and May 21.
- 4. Fiscal Agent's Report.** Munson discussed the financial reports previously circulated by e-mail. After discussion, Armstrong moved, seconded by Owen, to approve the reports. The motion passed.
- 5. Program Contractor's Report.** Munson reported that she is reviewing the applications including due dates and updating the Campaign logos. The Council discussed why there was one due date on the applications and also a later real due date. Lynch explained the Campaign's philosophy of inclusion, especially without a printed Giving Guide. Having a real due date gives applicants the best chance to get their applications in. Munson distributed copies of a reformatted Campaign calendar. The Council discussed possible changes in IT's role in the Campaign. Betts, Munson and Crane will take the lead.
- 6. Acting Chairman's Report.** There was no Acting Chairman's Report.
- 7. D of A Liaison's Report.** There was no D of A Liaison's report.
- 8. Public Comment.** There was no public comment.
- 9. Other Business/Adjourn.** Crane raised the issue of how the Campaign could go more green and conserve time and expense. Direct deposit, having participants' e-mail addresses on file, the thank-you letter process and telephone and post card reminders were discussed. Owen stated that to improve participation rates around the state, more data will be needed. He also suggested exporting the Campaign kick-off and Campaign promotion to other communities. Crane suggested local non-profit fairs serving food in other communities on the same day as the kickoff in Helena. This will require increasing the budget for such events. The Council will continue to discuss this issue. Owen will follow up in Great Falls. Lynch adjourned the meeting at 4:28 p.m.