

# STATE EMPLOYEES CHARITABLE GIVING CAMPAIGN

## ADVISORY COUNCIL MEETING

Wednesday, March 18, 2015

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

### 1. Greeting/Call to Order.

Mike Manion called the meeting to order at 3:35. Members present: Bill Crane, Diane Larson, Donna Hansen, Kristen Wrzesinski, Shelly Clinch, Pam Carlson, and Matt Dale. Members excused: Gary Owen, Marie Matthews, Marcia Armstrong and Gloria Soja. Contractor present: Alison Munson.

### 2. Review minutes from the November, December and February 2015 meetings.

A motion was made by Matt Dale to adopt the minutes as written, second By Bill Crane, **Motion passed.**

### 3. Review meeting agenda and advisory committee members' schedules for the upcoming meetings.

- a. Next meeting dates: April 15, May 20 and June 17, 2015. Some scheduling conflicts were reported.

### 4. Public Comment – members of the public.

No public comment

### 5. Fiscal Agent Report – Alison and Brian

#### a. SECGC audit process

The final distribution for March 2013 was made. A meeting will be held with the auditors and Mike Manion after which the auditors will report out to the committee.

#### b. 2015 February Financials

2013 revenue was \$442,394.94 and expenses \$107,486.09 for a balance of \$334,908.85

2014 revenue was \$133,492.25 and expenses \$ 24,844.40 for a balance of \$108,647.85.

In reviewing the balance sheets, Bill Crane noted the increase in the audit fee from \$6000 to \$6400. This figure is an estimate of the cost of auditing and could actually remain the same depending on which level of auditor works the account.

It was also noted that CIGNA has not mailed in its donation. The Approval of financials was moved by Matt Dale, second by Bill Crane.

**Motion passed.**

## 6. Program Contractor's Report – Alison

### a. Status of application and Materials/Process

There is very little application change reported. Those changes include – line #10 to include a Montana physical address, use of a static email, and dropping of language requiring 70% of donations collected being spent in Montana. The form includes a phone number for questions, typically that of the eligibility chair. In the past that has been Marie Matthews. Diane Larson volunteered to take that role with the help of the committee. Suzanne Warden will be the Department of Administration contact for application materials. There will be no pre-filled applications for independents or federations. Bill Crane reports that he typically fills out his 35 applications.

Applications will be sent out the first week of April with a HARD due date of May 15 and a kickoff of September 29. Current non-profits will receive a postcard and email with the link to the application site rather than mailing a hard copy.

There was an interest in having a pop-up on the MINE to employees to tell their favorite new non-profit to enroll by the May 15 deadline. Alison will make that contact. **ACTION**

### b. New Yard Signs and cost

Some of our campaign yard signs are in need of replacement. Alison Munson priced 50 of them at \$534. We would get the design work volunteered. They would remain green and white, 12 x 24 with the static logo.

This action would require a change to the 2015 budget by adding \$534 to the Banner line and also changing the line item name to Banner/Signage. The motion was made by Bill Crane and second by Matt Dale. **Motion passed.**

## 7. Chairman's Report – Mike

Two board positions need replacement. Kay Pace of D of A will replace Donna Hansen, and Frank Clinch will replace Marie Matthews. The Governor announcement will likely occur next week.

Mike asked for ideas to use social media to promote the campaign. The use of testimonials was suggested and possibly resurrecting the SECGC Facebook account. There is currently an account but it has had no post since 2011 and we do not know who owns the account. It was suggested that we shut down the old page, create a new one and link the non-profits.

May 5 is a Give Local Helena social media event. It was suggested that we watch or participate in that.

We will have a meeting with ITSD to update any improvements to our site.

Other kickoff events –

Missoula would like to have a kickoff event in a tent on the Wednesday after the initial kickoff for all non-profit participation. They would pay for everything except the pizza. Great Falls is planning on a kickoff on Tuesday again. Kalispell is also interested.

In previous minutes we are reminded that we agreed to no table charges for the first year or two.

#### **8. Other Business/Adjourn**

Matt Dale moved and Bill Crane second to adjourn at 4:30. **Motion passed.**