



**State and University Employees Combined Appeal (SECA)
Advisory Board Meeting Minutes from
December 4, 2012**

I. Call to Order—10:04 a.m. by Cindy Dixon, SECA Chair Designee

II. Attendees:

Board Members:

Cindy Dixon, Susan Caimi, Rita Crim, Sally Petrone, Lori House, Laura Whetstone, Melissa Fraase, Tim Blair, Jennifer Varner.

Via Teleconference Line: Gail Hankins

Potential Board Members:

Charles Good, IDNR; Judy Wyatt, DOC retiree.

Via Teleconference Line: Charles Gibbs, DOC-Logan CC

Charity Representatives:

Dave Selzer, Jeremy Daniel, Community Health Charities

Via Teleconference Line: Rick Mesi, American Cancer Society; Susan Bramlet-Lavin, Community Shares of IL; Liz Kossik, EarthShare of IL; Tom DeCoursey, Global Impact; Cathy Miller, Independent Charities of America; Corinne Zollars, Special Olympics; Darlene Barnett, United Way of Metropolitan Chicago; Alvin Starks, United Negro College Fund.

III. Approval of Minutes

MOTION: Gail Hankins moved to approve the minutes as presented from the October 2, 2012 meeting and Jennifer Varner seconded it. Motion passed.

IV. SECA Chair Designee Report

- Jaclyn O'Day, DOC will be leaving DOC and going to DHS. She will need to leave the Board at this time but may be able to join again once relocated to her new position.
- A welcome to the three new perspective members was given as well as an opportunity for them to share why they would like to become a part of the SECA Advisory Board.
 - Charles Good, DNR, shared how Michelle Silver had recruited him but he felt it would be a good thing to be involved in as he is very supportive of the campaign.
 - Judy Wyatt, DOC, a very (December 1) recent retiree who worked at one of the prisons, shared heartwarming stories of how she and her mother had been able to partake first hand with the American Cancer Society and as an ambassador ensured that each shift was personally

- approached for donations. Thus, donations for her workplace went from a few hundred to thousands of dollars.
- Charles Gibbs, DOC, also stated how he also has been personally approaching workers. Mr. Gibbs has also been involved with other fundraising campaigns that have grossed over \$100,000.
 - The announcement that there are two additional perspective Board Members that were unable to attend this meeting by either phone or in person:
 - Pam Elliott, DNR
 - Rebecca Fortier, University of Chicago
 - Majority of SECA Pledges have been received and entered. From the State Agencies only \$746,000 has been raised. Last year there was a total of \$994,000 raised. There is still some pledges out there such as DOT has some districts, DHS had \$600 come in this morning and there is more to be done.
 - Tim Blair then discussed the recent actions regarding a Retiree Campaign.
 - There was a meeting between Cindy and Tim in November where they discussed having a blind mailing but it was determined that this would cost around \$18,000 for printing, envelopes and stamps but the budget only allows for \$2,000.
 - The decision then was made to include a SECA description of the 11 Federations (retirees would only be able to give to a Federation with the exception of United Way which is by county, not an individual Charity under the Federation), a letter and pledge form in all new retirement application packages. This will start immediately. Although this is not SERS standard procedure, this is being done because SECA alone has the statutory authority to solicit donations from State employees.
 - It was also decided that in the next SERS newsletter which is to go out in January to around 62,000 retirees and survivors, the SECA information will be included describing the opportunity to donate through SERS.
 - Cindy stated that there is also a tab on the SECA website for the State Retirees Campaign.

V. Committee Reports:

A. Marketing--Susan Caimi, Chair

Members are Jaclyn O'Day, Sally Petrone, Gail Hankins, Liz Kossik, Earth Share; Dave Selzer, Community Health Charities; Emily Rabin, United Way; Alvin Starks, United Negro College Fund; Corrine Zollars, Special Olympics.

- Presentation of the new combined Marketing, Planning & Development Policies and Procedures. Laura Whetstone moved to approve the SECA Marketing Policies and Procedures as corrected. Gail Hankins seconded. Motion passed.
- Next year is SECA's 30th Anniversary and meeting will be focusing on what should be done to celebrate.
- Cindy added that the Director of DOC, at their SECA awards banquet stated that "SECA" stood for "State Employees Care A Lot" which also appeals to all present as a motto for next year's campaign.

- Dave Selzer mentioned that this motto would also tie into a video that has been discussed that would be shot in various lengths as an ad campaign showing State Employees volunteering at various SECA charities which would fit in with the Care A Lot.
- The committee discussed staying with the same awards as last year:
 - Division Award--% of donors from last year
 - Exceptional Award—101% of last year's dollar amount
 - Sustaining Award—90 to 100% of last year's dollar amount
- 2013 Calendars will be given again to Leadership givers—those who have pledged \$250 or more per year and marked the box. They will receive a Thank you letter, some life savers candy and the calendar hopefully before the end of this year based on delivery of the calendars.
- Since the Committee is now the combination of Marketing, Planning & Development, they will be planning next year's ambassador training. Lori House volunteered to help with this.
- The next Marketing meeting will be held January 10, 2013 at the United Way Office from 2 – 4 p.m.

B. Technology – Vacant Chair Members are Laura Whetstone, Jaclyn O'Day, Cathy Miller, ICA; Rick Mesri, American Cancer Society; Tom DeCoursey, Global Impact.

- Cindy reported that this was originally chaired by Linda Moses, a charity representative who felt she needed to step down with the new OMA laws. Thus, Jaclyn O'Day agreed to be chair but subsequently is leaving DOC so there is a need to fill the chair position. This committee does very little—perhaps updating the website as needed and looking into the remote possibility of online giving. No one present volunteered to fill this chair position but Melissa Fraase said she would ask her supervisor if she could chair this committee. Cindy reminded her that she can hold the meetings at her office. Laura Whetstone volunteered to write up the policies and procedures so that whoever became the chair would have some guidance.

C. Finance –Jennifer Varner, Chair Members are: Rita Crim, Lesa Myers, Michelle Silver, John Kelker, United Way; Dave Selzer, Community Health Charities;

- The last meeting was today prior to this meeting. This was to approve the Policies and Procedures as determined at a prior meeting.
- Melissa Fraase moved to accept the Finance Committee's Policies and Procedures as presented. Lori House seconded. Motion passed.
- The proposed date for all committees to turn in to the Finance Committee prospective FY14 budgets is Friday, February 1, 2013.
- The next Finance Committee meeting to discuss these budgets is Tuesday, February 5, 2013 from 2-4 p.m. at the United Way Office (contact with United Way to confirm this will be done—any changes will be sent out). All committee chairs are being asked to be present at this meeting in order to present their budgets.

- The two financial statements were presented by Rita Crim. The Expenditures Statement lists detailed payments whereas the Account Balance Statement indicates totals. The ending bank balance as of November 21 is \$53,699.20.
- Rita also stressed that there is room for increased spending thanks to the frugality of Cindy and this Board. A discussion was held regarding the fact that this next year was the 30th Anniversary year and there could be more done to enhance the campaign.

D. Accountability & Review – Laura Whetstone, Chair

Members are: Lori House, Michelle Silver, Melisa Fraase, Dawn Blakeman, Regina Hendrix, America’s Charities; Alvin Starks, United Negro College Fund.

- The Accountability and Review Committee’s approved Policies and Procedures were presented. Gail Hankins questioned the first word on each line under C from #3 through #10 as they should be in the same tense. All agreed to the changes.
- Jennifer Varner moved to accept the Accountability and Review Committee’s Policies and Procedures as corrected. Sally Petrone seconded. Motion Passed.
- A copy of 5ILCS430 Article 15 was passed out. This is the Whistle Blower Protection Act. This will be emailed to Gail and Board Member not present. A short explanation of this act is that as State Employees we are a “Public Body” and if we are aware of any waste/fraud/abuse and report this we are protected from any harm under this act.
- There is a need for all committee members to attend the committee meetings so that a quorum can be attained. Phone participation does not qualify as meeting the quorum. Make sure the Chair knows you cannot attend a meeting as soon as possible prior to the meeting so that if a quorum cannot be attained, the meeting can be rescheduled.
- There is also a need for the Charity Representatives to make the minimum number of Board meetings and activities as defined in JCAR, Code of Campaign Conduct. There will be repercussions for those who do not meet this. Phone participation does count for this.
- Per OMA guidelines, since committees are not a governing body of the Board, committee meetings do not have to be planned a year in advance. There must be a Public Notice and Meeting Agenda posted 48 hours prior to the meeting.
- All new Board Members, once approved, will have a 30 day window to complete the OMA certification which is online. This is only completed once during the term of the Board Member. A Board Member is to commit to a 3 year term. JCAR now allows the SECA Chair to appoint a Board Member for a second 3 year term.
- Cindy then presented Laura with the OMA certificates for 100% compliance of the Board Members.

E. Charities

- Dave Selzer and Rick Mesi met with Representative Pam Roth regarding the new law which changed the requirement for a new charity to join SECA from obtaining 4,000 state employee signatures to 500.
- Cindy and John Kelker met with Sarah Wolf, an attorney, and Robert Osgood at the Comptroller's office regarding the effect of this law.
- In order for a Charity to be included in the SECA campaign, it would have to have 500 state employee signatures, pay a calculated fee according to JACR (currently that would be approximately \$3,800) and then have a minimum of 250 donors annually to stay plus follow all the other rules and regulations as imposed by the Comptroller as to being a 401c, length of operations, etc.
- The conclusion is that Cindy offered to work with the Comptroller's office to ensure that potential charities receive the full knowledge that would enable them to become a qualified SECA charity.
- Dave Selzer requested a list of Charity Representatives in order to contact them regarding a telephone conference meeting so that perhaps a chair/point person can be determined.

VI. Old Business: none

VII. New Business: 2013 Board Meeting Dates

A discussion was held regarding need to move February's meeting date to March in order to provide time to prepare the new FY2014 budget and have it ready for Board approval prior to the April 1 start.

Therefore, the following dates have been set for the Advisory Board meetings:

March 5, 2013
April 2, 2013
June 4, 2013
August 6, 2013
October 1, 2013
December 3, 2013

Rita moved to accept these dates. Melissa Fraase seconded. Motion passed.

VIII. Next Meeting Dates:

- Marketing Committee, January 10, 2013 United Way Office 2-4 p.m.
- Finance Committee, February 5, 2013, United Way Office 2-4 p.m.
(All committee chairs should attend for Budget discussion)
- Advisory Board Meeting, March 5, 2013

IX. Adjourned at 11:22 a.m.