

June 2, 2015 SECA Advisory Board Meeting Notes
Call to Order: 10:00 a.m.

Attendees: Tina Scott (CMS), Susan Caimi (HFS), Michelle Silver (DNR), Jennifer Varner (DOT), Lenore Roth (Aging), Tom Dede (HFS), Gail Hankins (retiree), Sara Wooley, Robert Osgood (Comptroller)

Charities: **Jenny Connors (ACS), Contessa Gibson (AHA), Regina Hendrix (Americas Charities), Theresa Adams, Yvette Moyo (BUFI), Rick Mesi, Dave Selzer– (Community Health Charities), Linda Moses (Community Shares), Thomas Jacks (Earthshare), Renee Tabor (Global Impact), Cathy Miller (Independent Charities of America), John Kelker, Jessica Becker (United Way of Central IL)**

Jennifer Varner made a motion to approve the April 14, 2015 meeting notes. Susan Caimi seconded and all approved.

SECA Chair Designee Report: Tina reported the assessments have gone out and some payments are coming in. They are due by June 12.

The booklet has been completed. There are 104 pages. The bidding for the printer opened May 28 and ended last week. We are waiting to see who won the bid.

The booklet will be on the website.

The donor list has been completed. Charity Reports are almost completed and will be sent out by the end of the week.

Lieutenant Governor Evelyn Sanguinetti has been approached to serve as the SECA honorary chair. We are waiting for her answer.

A SECA email address has been created, SECA@Illinois.gov. for mass communications. All Board members have access.

Several of us reviewed the 365 Giving Demo which is an on-line giving platform. We plan to do a soft roll out for 2015 to try it out and offer to all agencies next campaign year. A report would be run to give to ambassadors so they will have the donations from their agencies that came through on-line giving. Dave Selzer reported that it is ready to go.

We will reach out to all agency heads so they can send the link to all of their employees.

We will discuss having a training demo for the Ambassadors at the Ambassador Training. We will also target a few agencies this year and have it on the SECA website for those that pull up the website and want to donate that way.

John Kelker asked Tina to think about ways the charities can do differently to make it easier for next year.

Committee Reports

Marketing: The Ambassador Training/Award Ceremony is August 5 at DOT auditorium. McDonald's is providing breakfast (muffins, breakfast parfaits and cookies). This will save us \$600. And we are still checking on juice and coffee.

Celebrations is providing luncheon: Tossed green salad with two dressings, Chicken Marsala, Meat Lasagna, Cheese Tortellini, green beans, coffee, tea, Texas Sheet Cake and assorted cookies. This is \$12.00 per person instead of the \$11.00 originally quoted since we added two more entrees. Also, for an extra \$30 we will get an extra Texas sheet cake. The total for 100 is \$1230.00.

There will be 40 awards this year - Seven Division Awards, 23 Exceptional and 10 Sustainable. Tina will work with DOC on the plaques, cost etc.

All ambassadors will get a service certificate and pin if applicable. I have heard back from about 95% of the ambassadors and don't know if I will need to order any additional service pins yet.

Ambassador list is almost done. Tina has the charity matrix and will forward the completed list to Jennifer to add to the Ambassador Training packet.

Jennifer Varner has completed the Ambassador Training booklet and it will also go to the printer. She will add the pages for the reference section of the booklet and it will have a cover and spiral bound.

Jennifer is also putting together a power point for the training to go along with the new training booklet. The booklet will be on line so Ambassadors who were not able to attend the training can access the booklet for reference.

Yard signs: Jennifer is comparing the cost of the yard signs with Primo Designs in Springfield and Image Marketing to see if it would be cheaper to get them here without the shipping added in.

We received 3 options for a motivational speaker, Renee Tabor with Global Impact, Chris Hembrough, President of our Chamber of Commerce and Angie Sowle, Executive Director of YMCA. We will reach out to all three and decide at a future meeting.

We need 3-4 recipient speakers. So far Regina has one for us from CureSearch.

Tina will be contacting charities for giveaways and premium gifts.

We had an informal meeting on May 8 after Tom Dede and Jennifer met with George Knight of Knight's Action Park. We have planned a SECA Kick Off/Family Day for September 26. This year it will be open to Board Members, Charities, Ambassadors, Liaisons, Agency Heads and their families. The cost will be \$15.00 for adults and \$10.00 for 2-5 year olds. Workers, Charity Reps and kids under 2 are free. The actual cost for adults is \$17.95 and SECA will pick up the remaining \$2.95. To offset some of that cost, Knight's is charging \$8.00 for ages 2-5 but we will charge \$10.00. This includes all of the activities except the water park which is closed, and the food (hamburgers, hotdogs, baked beans, potato salad, chips, tea, water, soda) is included. Knights will handle taking the money at the gate. Knights will give out arm bands for the activities, and tickets for the food at the gate. They will serve the food. The charities will have a table each to set up. Tom is working on door prizes.

We plan a presentation at the opening and inviting the Governor and his wife. Daniel Olsen will be there and be part of the presentation.

Tom has contacted media, 2 radio stations, SJR will do a write up, and the TV stations have not confirmed yet.

John Kelker asked if they could allow state employees who were also charity volunteers attend. Dave asked if some of the local charities who are providing door prizes could also attend. We will open this up for discussion at a future Marketing Meeting. John and Dave will approach this with their members and give us any feedback.

If this year goes well, next year Knights will open up the water park for us, one week after it officially closes and for a small additional fee, the water park will be available for everyone. They can accommodate up to 7000 people with this scenario.

Tina will send out a calendar of key dates for upcoming events to the charities when she sends the donor list and charity totals.

Technology: Tom Dede was named chair for the Technology committee.

Tom announced the launching of a SharePoint site for the Board Members who are state employees. This is an offsite area to store documents, calendar events, an intranet site for SECA to store historical data electronically for future reference.

Finance: There were no expenditures since the last meeting. Assessments are starting to come in. Tina will meet with the bank today to deposit the assessment check, inquire on a \$33.00 charge from the bank from last year and check on a debit card for us to use for on-line purchases so we don't have to write checks and get signers for those purchases then wait for the check to clear before the on-line company can process our orders.

Charities: Dave Selzer will meet with Tom and Tina to get the on-line giving site up and running one month before SECA starts.

Old Business: None

New Business: Tina proposed adding a third 3-Year term for Board Members.

John and Dave asked that there be a clarification of the second year calculation for assessments for new charities to SECA.

Jennifer asked that the rules be reworded to allow us to announce the start of SECA at least 2 weeks before the start of SECA to allow Ambassadors time to put up posters and send out materials to liaisons.

Linda Moses suggested they state "solicitation shall be from this date to this date" and leave the rest of the wording out. Solicitation is not the same as announcing or advertising SECA.

Tina has a JCAR administrator to bring this to for changes.

Jennifer Varner made a motion to make the changes to JCAR. Tom seconds and all approved.

Michelle Silver announced her Charity Fair will be on October 16 at the fairgrounds in conjunction with their Book Fair.

Jennifer made a motion to adjourn the meeting at 11:09. Susan Caimi seconded and all approved.

Next Meeting Date:

Adjourn: Jennifer made a motion to end the meeting at 11:25. Tom seconded. All approved.