

Statewide SEFA Council

Meeting Minutes

Date: Friday, **April 27, 2007** Time: 9:00 A.M.
Via Conference Call
Approved May 14, 2007

Present: Council Members

George Goldsmith, Region 4;
John Wolf, Region 1;
Tarla (Teri) Arnold, Region 3;
Fran Bealo, Region 3;
Timothy Doolittle, Region 1;
Wayne Rabideau, Region 4;
Christina Tucker, Region 2;

Guests:

Pat Forbes, SEFA Director,
Bill Galvin – Community Health Charities of NY,
Joe Guastella – SEFA Capital Region,
Susan Hager - UWNYS,
Debra Hutchins – Earth Share,
Mary Ellen O'Connor – Community Health Charities
Amina Anderson – Independent Charities of America

Participants identified themselves as they joined the conference call.
Minutes were taken by Pat Forbes, SEFA Director.

AGENDA ITEM	ACTION	DISCUSSION NOTES
Welcome and Agenda Review - <i>George Goldsmith</i>		Welcomed the Council members and guests. He reviewed the planned agenda items (names in parenthesis – Council member requesting agenda item) <ul style="list-style-type: none"> ▪ March 1, 1007 Minutes ▪ Update on 2007 campaign SEFA applications. ▪ Hiring of new SEFA coordinator ▪ Status of recruitment of management and labor campaign co-chairs for Cabinet ▪ New regulatory issues raised by another Council member (Rascoe) ▪ Any plans for Council input into SEFA promotional materials: theme (LaMorte), poster, film, brochure format ▪ Potential for selecting a single SEFA pledge card—which is now available in two formats: pin fed NCR paper and laser (8 ½ X 11) as a cost savings to local campaigns ▪ Consideration of a statewide brochure that can be localized (Bealo) ▪ Personal liability of local SEFA Committee members (Doolittle) ▪ Senate and Assembly campaigns – how to increase giving (Wolf)
March 1, 2007 Minutes	Approved as	In the list of those present, <i>J. Arnold</i> should be <i>T. Arnold</i> . She did not attend the

DRAFT

AGENDA ITEM	ACTION	DISCUSSION NOTES
	corrected	meeting. On a motion by W. Rabideau, seconded by J. Wolf, the minutes of the March 1, 2007 meeting were approved as corrected.
Update on 2007 campaign SEFA applications		UWNYS sent a letter to all applicants, both accepted and denied, by the March 7 deadline. A summary of decisions was sent to the SEFA Council, and the Federations. Teri did not receive the update; Joe Guastella did receive the summary of acceptances and denials. Some charities that were denied requested an appeal. Appeals to OGS are no longer allowed, although an Article 78 proceeding is. George Goldsmith commented that the bulk of denials were due to not sending a complete CHAR 500 form (4 pages), only page 1. The committee discussed how to handle this in the future. The Council agreed to take up the whole issue of the application format at a later work date, including the issue of electronic submission. John Wolf, Wayne Rabideau, & Joe Guastella volunteered to work on this.
Hiring of new SEFA coordinator		Pat Forbes introduced herself, and gave a brief overview of her prior work with New York State.
Status of recruitment of management and labor campaign co-chairs for Cabinet		Susan has suggested putting forth 1 or 2 names of Commissioners with previous SEFA experience as it would more likely be quicker and get more positive results: John C. Egan, OGS Karen Carpenter-Palumbo, OASAS Diana Jones Ritter, OMRDD George and Pat have a conference call scheduled for 10:30 a.m. 4-27-07 with two members of Olivia Golden's staff.
New regulatory issues raised by another Council member (Rascoe)		Concerned with the change in treatment of designated funds. Could undesignated funds be kept in the community and be decided upon by the local committee? Other concerns raised previously: • Meaning of "most recent" 990 • Lack of statewide presence criteria for statewide charities. On the next call, the Council will clarify the concerns, then develop a position.
Any plans for Council input into SEFA promotional materials: theme (LaMorte), poster, film, brochure		OGS used to print the annual theme poster; still interested? Other resources and potential providers of in-kind services? Theme poster as brochure cover? A need for

D R A F T

AGENDA ITEM	ACTION	DISCUSSION NOTES
format		<p>consistency across the state? George will ask if OGS will continue to print poster. Given the late date, no video will be planned for this year. Suggestion for one common statewide brochure with all common information, and an insert for local campaigns. A uniform name and numbering system is also required for the Fall 2008 campaign. A workgroup populated with local committees, and take into consideration existing local federations' technology and programs, etc.</p>
Potential for selecting a single SEFA pledge card—which is now available in two formats: pin fed NCR paper and laser (8 ½ X 11) as a cost savings to local campaigns		<p>1-page pledge form developed as impact printers were replaced by laser printers. 3-part forms gave all parties a complete copy of the completed pledge card; the 1-page form requires same information to be input 3 times.</p> <p>Despite interest in going to a single format, the Council thinks it is too late to go in this direction this year. Wait until 2008.</p>
Personal liability of local SEFA Committee members (Doolittle)		<p>John Wolf believes State employees covered under State agency. Information from a CPA suggests an umbrella policy rider to a personal policy.</p>
Senate and Assembly campaigns – how to increase giving (Wolf)		<p>Dismal response from elected officials, despite many attempts to reach this audience. More thinking needs to be done on this issue.</p>

<i>Decisions</i>	<i>Who</i>	<i>What</i>
	<p>Council or next Council</p> <p>G Goldsmith</p> <p>T Doolittle</p> <p>T Doolittle</p> <p>Pledge Card Workgroup</p> <p>Name/Number System</p>	<ul style="list-style-type: none"> ▪ Clarify concerns re regulatory issues, then the position of the Council to be discussed. ▪ Concentrate on posters, they are always used up; videos not as well used and most costly, though good for training. Scrap videos this year; revisit next year. ▪ Need exists to educate State Employees about what SEFA is — a separate issue from the campaign. ▪ Will work on educating state employees & a new administration on what SEFA is and its background. ▪ Designate a work group to work on a user-friendly single pledge card to be used in the Fall 2008 campaign. John Wolf, Joe Guastella, Christina Tucker volunteered to work on it. ▪ Workgroup to work on the name & numbering system for the Fall 2008 campaign will begin work this summer. George Goldsmith, Teri Arnold, John Wolf, Tim Doolittle, Bill

D R A F T

	Workgroup Application Workgroup	Garvin, Fran Bealo, and Debra Hutchins will comprise this group. <ul style="list-style-type: none"> ▪ John Wolf, Wayne Rabideau, Joe Guastella
--	---------------------------------	--

<i>Next Steps</i>	<i>Who</i>	<i>What</i>
	Susan	<ul style="list-style-type: none"> •Spreadsheet with acceptance and denial information will be sent to all Council members (due April 27)
	G Goldsmith	<ul style="list-style-type: none"> •George will be in touch with Joe re appropriate time to establish a work group to deal with the issue of applications, electronic submission, and appeals of denials.
	G Goldsmith & P Forbes	<ul style="list-style-type: none"> •Conference call scheduled for 10:30 a.m. 4-27-07 with Sylvia B. Hamer and Peter A. Drago of Olivia Golden's staff re SEFA Management Chairs and Loaned Associate Authorization.
	S Hager	<ul style="list-style-type: none"> •Give Pat list of regulatory concerns.
	W Rabideau	<ul style="list-style-type: none"> •Send to Susan, in PDF format, the regional cover which could be the basis for the theme poster.
	G Goldsmith	<ul style="list-style-type: none"> •Approach Commissioner Egan to print sufficient number of posters
	T Doolittle	<ul style="list-style-type: none"> •Approach NYS PR people (I Love NY) for assistance in designing concept and theme of poster. Submit by COB Thursday, May 10, 2007, allowing time for review at 5-15 meeting.
	G Goldsmith	<ul style="list-style-type: none"> •Follow up with OGS attorney about personal liability of local SEFA Committee members.

<i>Next Meeting</i>	Next Meeting	Tuesday, May 15, 2007 @ 10:00 a.m.
---------------------	--------------	------------------------------------

Meeting adjourned at 10:28 a.m.

<\\K\SEFA\Camp 2007\Statewide Council Agreement\Council Meeting Minutes 4.27.07.doc>

DRAFT