



Statewide SEFA Council

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Tom Wickerham
Chair

Pete DeCicco
Vice-Chair

Cornelia Mead
Secretary

Suzanne Maloney
Director

Statewide SEFA Council Meeting
October 27, 2015
1:00 PM

Approved Minutes

Council In Attendance

Tom Wickerham
Matt Ecker
Nick LaMorte
Furn Lorento
Pete DiCicco
Caroline Westbrook
Cherice Granger
Bill Ferguson

Staff

Suzanne Maloney
Sheila O'Cononor

Guests

Millie Lucas
Collen McKenna
Laurelee Dever
Joe Guastella
Kathy Snow

On The Phone

Regina Hendrix
Pitri Derrick
Jesse Beisle

Call to Order 12:54 PM

Tom Welcomed and explained the executive meeting would resume following the public meeting.

Tom Called for approval of minutes. Furn pointed out that the minutes were for July 26, 2015 and the agenda said August 27, 2015. Tom said to table for next meeting.

Tom explained the Council was reviewing two proposals. Mentioned the Council was trying to get support from the leadership in the state.

Suzanne reported the recertification was moving along. There had been an update posted to DropBox.

Kathy Snow reported that getting the marketing materials early this year was great as it went a long way to getting the campaign going.

Tom – Buffalo was happy too.

Joe – Is there a Union letter? No, need to get the letter.

Tom – Let's get it done. Tom to work on relationship with PEF.

Tom – reports committee are up and running

Request for Applications

Finance

Bill - nothing new to report but he was diligently working with EarthShare and Suzanne to get report. He asked Sheila and Suzanne if there was a report for the meeting. There is not.

Furn – Council will be putting better direction into the new MOU better defined expectations regarding reporting.

Tom – having served on the Council as Council Chair for less than a year budget, reporting and committees provide much needed oversight.

Joe – Are the assessments up to date?

Suzanne – PC crashed and so still getting data updated. Invoices for assessments and marketing materials will be coming as soon as data fixed on PC.

Pete – reported that the numbering committee had taken a back seat to the request for applications committee but that Sheila, Suzanne, Marilyn, Millie, Laurelee and himself were all members.

New York State Employees' Exclusive Annual Charity Solicitation



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Tom - Requested Campaign Reports, success stories, and updates.

Kathy reported that her committee had met over the summer to develop a plan to improve the campaign. They wrote a letter to their Assembly woman and a letter to agency heads and employed training with employees. They also did a slide and put it up on intranets and local cable tv. They believe all of these efforts really improved the campaign participation.

Tom – Thought reaching out to the Senate and Assembly was a really great idea.

Matt – The lack of support really hurts his campaign in his office.

Bill Not getting support from the top requires that they try every angle to gain participation.

Millie – Long Island did a SEFA Mobile Event. Invited 202 -25 charities. Charities that relate to the specific needs of employees in their campaign area. It has really been working.

Adjourned 1:58 PM

Respectfully Submitted by Suzanne Maloney, Statewide SEFA Director