



*Tom Wickerham, Chair
Matthew Ecker, Vice-Chair
Cornelia Mead, Secretary
Laurelee Dever, Director*

Statewide SEFA Council

One United Way
P.O. Box 13865
Albany, New York 12212
518-456-2200, x129
Fax: 518-456-2839
www.sefanys.org

SEFA Statewide Council Meeting – December 15, 2016, via conference call

Tom Wickerham, Cornelia Mead, Bill Ferguson, Millie Lucas (alt), Kathryn Pantaleo (alt)

(Not present: Furn Lorento, Tammy Menard, Matt Ecker, Scott Ray, Tammy Menard (alt), Pete DeCicco, Nick LaMorte, Caroline Westbrook)

1. Tom called the meeting to order at 1:35 pm.
2. Approval of minutes from September and November. Bill Ferguson moved to accept both sets of minutes. Motion carried, none opposed.
3. Tom reminded participants of the importance of getting more participation in committees, committee chairs, etc.
4. Progress in appointing SEFA Cabinet. We haven't had a SEFA Cabinet in many years.
5. Reappointing finance committee - Bill Ferguson is willing to continue chairing, hopefully also Furn, and Tom will serve ex officio. (Just FYI, does not require council approval).
6. Finance committee report - no November invoice, no meeting. Cash on hand \$16,121.92. Still have a couple of campaign areas which owe the fourth quarter assessment.
 - a. Working on the budget for 2017. At this point, looks like there will be a 4% increase in assessments to the campaign committees.
7. Marketing Update - Lisa Audi
 - a. Additional posts on facebook over last few weeks, have shared posts from various offices.
8. Laurelee - recertification update. Has not heard of any problem. New applications - as of today, had received 66 applications. Asked that we convene committees sometime in February so we can get the approval info back to the charities by March as required in the regs.
9. Laurelee has sent out meeting notices for 2017 meetings. Tentatively March 16th scheduled for face-to-face, and first week of August possibly meeting in Binghamton.
10. Reports from campaign areas - several reported significant increase in dollars raised, but often a decrease in the number of donors, which is a concern.
 - a. Ideas were shared about new and different ways to encourage pledging in the future Facebook "call to action," text to pledge, etc.

Motion to adjourn at 2:26 pm. Meeting adjourned.

Respectfully submitted, Cornelia Mead