SEFA Statewide Council Meeting – September 22, 2016, via conference call

Council members on the call: Tom Wickerham, Matt Ecker, Furn Lorento, Cornelia Mead, Bill Ferguson, Pete DeCicco, Nick LaMorte.

(absent: Scott Ray, Tammy Menard (alt), Caroline Westbrook)

1. Call to order at 1:35 pm – Tom Wickerham
2. Approval of August 2 minutes. Moved by Furn, seconded Matt to approve without changes, motion carried.
3. Director’s Report
   a. Strategy for outreach to the Governor - Tom sent a letter 9/13 requesting help seating a cabinet for next year. If no response the next step would be for council members, coordinators and others to also write letters. After 8 weeks, letters from charities, etc.
   b. Responses to RFA’s for three regions without FCCM’s
      i. One response - Niagara Frontier will be covering Allegany
      ii. Sullivan-Ulster and Delaware-Otsego - no responses
         1. Capital region has agreed to take care of the bookkeeping and financials for these campaigns
   c. Four regions currently lack employee committees
      i. Dutchess, Orange, Chemung, Steuben-Yates
   d. Tom suggested the Council should start to consider redefining campaign boundaries. We have several "regions" which are a single county, and total raised in each is under $50,000. This scale may be too small to be a viable campaign.
   e. SEFA regions are set by OGS.
   f. Tom will put info together and ask Laurelee to send it out.
   g. SEFA was able to get a table at a convention this week in Rochester at the PEF convention.
4. Finance Committee Report - Bill Ferguson
   a. Invoice from UWGCR received for August
   b. Bill Ferguson - motion to pay invoice for $6449 - seconded by Cornelia, motion carried.
   c. Cash on hand $16,995.85
5. Director’s Report
   a. E-pledge is up and running, working out the kinks
      i. As of today, 67 have pledged, total over $16K
   b. Website - still needs work, Laurelee working on it as time allows. Requested that we assemble all our comments together and send at the end of the month.
   c. Unaffiliated recertification form - problem with the link, Laurelee explained how to get there.
6. Lisa Audi - UWGCR
   a. Facebook is up, getting "likes"
   b. Mentioned that we should keep our posts "generic" and not tag any particular
      charity, etc.
   c. Lisa will reach out via IT person in NYS to contact all agencies to "like" it on their
      social media accts.
   d. Shared some info about how agencies can promote the facebook posts.

7. Moved to adjourn Furn, seconded Bill.

   Meeting adjourned 2:36 pm

   Respectfully submitted, Cornelia Mead, Secretary.