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Caroline Westbrook, Vice-Chair
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Statewide SEFA Council

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August 9, 2017

Meeting held at Broome United Way, Vestal NY.

SEFA Council members in attendance: Tom Wickerham, Bill Ferguson, Furn Lorento, Caroline Westbrook, Scott Ray, Cornelia Mead, also SEFA Director Laurelee Dever.

1. Welcome, call to order - Tom Wickerham, at 10am
2. Approval of minutes from May 18 - moved by Furn, seconded by Caroline. Motion carried.
3. Report from the Chair:
 - a. Statewide cabinet was appointed after a hiatus of several years, but after initial meeting there has not been much further progress.
 - b. Shared document - support of the campaign from the Executive office of operations to state agencies, dated July 20. Campaigns can use this as support for participation. Laurelee will send copies, it can be shared with anyone.
 - c. Recruitment efforts -
 - i. committee members at the local level - needed. Their role is to approve budgets, approve applications from agencies wishing to participate.
 - ii. loaned associates, state employees assigned a list of particular state offices, their effort is greater during the campaign.
 - iii. management liaisons, usually a division director in state govt. These people serve a key role - when there is turnover and new reps needed, also to coordinate campaigns across agencies at a higher level. Laurelee has had discussions with Commissioner DeStito's office about how to get management liaisons. The letter from the Director of State Operations to agency heads is the first step. Currently some agencies are organized and have active liaisons (DOT, Corrections)
 - iv. Council members - we need to replace retired members.
 - v. Discussion of how to nominate members - provide them with nomination letter, describing the position, helping them get support from their supervisor, etc. Discussion of how coordinators can share resources.
 - d. Area campaigns with no FCCM's : Sullivan-Ulster: to be picked up by Dutchess. Delaware-Otsego (no candidates - Capital region ran this last year, it was a lot of work, they will not again) , Steuben-Yates-Chemung (no candidates).
 - i. Request went out last April, no responses. What are our options? Inform OGS that there is no FCCM, and there will probably not be a campaign in that area. None are large campaigns.
 - ii. Bill F expressed a concern – it is not appropriate to continue to conduct campaigns in these areas without any local committee oversight. The Council has taken on the role of overseeing these campaigns without a local committee (the FCCM cannot conduct business without state employee council oversight).

4. Finance Report - Bill Ferguson
 - a. Retiree issue - Bill has pursued the issue to see if it's possible to include retirees in the campaign. Per the Comptroller's office, it is possible, but there is work to do. The apparatus exists (the statewide firemen's and police unions). Need to start with a cohort of 50 participants. There is also an IT component. Timeline - Comptroller needs two months to implement this in their system, we would need to have it ready by November.
 - b. Finance committee received invoice from United Way (monthly for July) but have not approved yet, pending sending out third quarter invoices. Cash on hand is a little low at this point. \$9100 available cash on hand against invoice for \$9007.
5. Director's Report - Laurelee:
 - a. Staff changes at UWGCR, including comptroller.
 - b. Data for the book - has been distributed to Coordinators and Federations. Asking for a quick turnaround. Meeting with the printer on Wed. Anticipate books ready by the end of Aug -will prioritize shopping, asking coordinators to enter dates in google doc.
 - c. Pledge cards - a few changes in FCCM codes since last year. Also concerns about deleting the codes for regions with no FCCM's.
 - d. Letters of support from Unions - coming in.
 - e. e-pledge - enhancements for the program being implemented. There will be a demo for the new system. Laurelee will do a web-ex to train coordinators. Also there will be a new instruction sheet.
 - f. Promotional items -will pursue for next year, starting in January - purchasing promotional items on a statewide basis.
 - g. Recertification is in process - Laurelee is posting and updating the list. Laurelee begged the federations and coordinators to PLEASE go into the list and check the information, reach out the charities and tell them to resubmit. The data entry from charities is very incomplete, needs a lot of checking.

LUNCH BREAK

Meeting resumed at 1:02 pm

6. Marketing -Lisa Audi
 - a. Presented image of the book covers and the posters. Theme this year is "We are SEFA"
 - b. Showed a video - "we are SEFA"
 - c. Posters are going to CSEA for printing.
 - d. Motion to approve the poster design and video, moved by Scott Ray, seconded by Bill Ferguson, motion carried.
7. Campaign Preparation: Tom Wickerham facilitated sharing of campaign ideas: training for ECM's, outreach, making connections to union representatives, etc. Events, giveaways, etc.
 - a. "What's your 'WHY'?"
 - b. Challenges of agencies which do not support the SEFA campaign
8. Regulation Review - Proposed regulation changes were sent to Tom by Paula Hanlon, attorney from OGS. Tom reached out to OGS, and found out the changes were a response to requests from SEFA Council in 2009 (though none of us remembers that).

- a. Tom reviewed the document and the proposed changes. There will be future communications about the process for submitting and discussing changes.
 - b. Tom DeCourcy suggested putting together a subcommittee to make recommendations, a cross section of council, FCCM's, etc.
9. Meeting adjourned at 3:45 pm

Respectfully submitted,
Cornelia Mead
Secretary