

**United Way of Anchorage
Board Meeting
August 19, 2020, 4-5:30 p.m.
Via Teams**

Members Present (16): Belinda Breaux, Laurie Butcher, Greg Deal, Mike Dunn, Bill Falsey, Michael Huston, Dick Mandsager, Jordan Marshall, Alex McKay, Rachel Norman, Susan Parkes, Frank Paskvan, Natasha Pope, Beth Stuart, Veronica Reem, Ed Ulman

RSVP Regrets (10): Charles Fedullo, Rick Fox, Sarah Gaines, Darlene Gates, Teresa LaPella, Joe Marushack, Daniel Mitchell, Brad Spees, David Wight, Tom Yetman

Call to Order: Natasha Pope called the meeting to order at 4:05 p.m.

CONSENT AGENDA

Susan Parkes moved the resolution to accept the consent agenda (June 17, 2020 meeting minutes) as presented, Laurie Butcher seconded, and the motion passed unanimously.

AGENDA ITEMS

Executive Committee Report:

Natasha Pope extended kudos to:

- Providence and Tom Yetman for the \$500,000 investment into Home for Good. This is the final investment needed now to go to the Assembly to complete the Pay for Success contract.
- Alaska Communications and Laurie Butcher for the support and great phone system design for 211. The system has proven resilient to meet the significant call volume increase over the last many months.
- Belinda Breaux and the entire Search Committee for such extraordinary thought and effort in finding the next CEO.

After almost two decades of the amazingly generous gift of 100% donated office space and furnishings from Conoco Phillips Alaska, Conoco is giving up its lease for the tower UWA occupies and UWA needs to find alternative space. UWA started exploring options in the current building and elsewhere in town. There is a fair amount of space available, but without extraordinary support like Conoco had given, UWA is looking at spending between \$150-200,000/year in rent if it is to remain a fully on-site operation.

As discussed at the earlier meeting, UWA wants to grow the Board diversity, skills, interests, and perspectives. To that end, staff will be sending a Board matrix to catalog Board members' background, demographics, etc.

At the last full Board meeting, the Board discussed the growing interest of the Alaska UWs in exploring options ranging from shared operations all the way to consolidation. Each of the UW

Boards is to provide some feedback on common questions on how the UWs can operate more strategically and efficiently:

- What does UW want to achieve or be known as?
- What could a reimagined UW presence or brand look like in Alaska?
- What would a business model look like to propel those goals and that brand?
- What are the range of acceptable and achievable options to build that business model?

Board members views were:

- Worked diligently to build brand as catalyst for community change and do not want to change or dilute that.
- Efficiency and streamline processes through shared services is valuable.
- Each entity has to bring resources rather than an expectation that Anchorage's resources will be spread further.
- Must be a coalition of the willing.

President's Report/COVID Response:

Michele Brown reported that UWA closed out last year's campaign a bit higher than estimated, at \$5.1M. Campaign kick off will be virtual and keynote speaker will be UWW CEO Brian Gallagher. He had wanted to come last few years but his schedule couldn't accommodate the travel, so in this instance a virtual event works in UWA's favor. Clark Halvorson will also join the event to be introduced to the community.

Gearing up for the campaign is certainly a challenge, in terms of motivating very distracted and disrupted workplaces and figuring out the logistics in this new world. The bad news is that four companies have said they will not run a campaign, and another who had committed to start a campaign this year said that they are reconsidering.

At the last Board meeting, the Board reviewed the UWW memberships certification which has now been approved by UWW. There are now 1,078 UWs in the U.S. and 685 got the certification in on time. That 1,078 is a few hundred less than last report. Some have closed, and others have consolidated so the conversation UWA is having with the sister UWs is not unusual and encouraged by the mothership.

COVID directly and intensely impacted every goal UWA stands for and so we had to quickly and meaningfully shift paths and plans in order to deliver and seize new opportunities while safeguarding staff's health and managing their fears.

UWA has secured new revenues to accomplish it. PPP protected UWA operationally. There has been considerable support for 211, which is still running at high call level. And, UWA has been directly involved in developing the plan for more rent assistance and eviction avoidance strategies with the MOA and the Assembly. The Assembly just authorized \$20M for this. We're particularly pleased with this because it embodies both emergency relief but also a system approach on these issues. Since UWA is the coordinator for the prevention pillar of Anchored Home, this can really advance that work. In child care, \$1,509,115 of the \$10M we administer has been distributed to 113 sites to help them reopen or stay open.

Finance Committee Report:

Beth Stuart reported that the Committee recommends that the Board take action to accept, administer, and expend the COVID-related funds since they were not part of the approved budget. The Committee proposes the following motion:

The Board approves the UWA Chief Executive to accept COVID-related contracts and grants, including those received to date and summarized in the "COVID-related Revenue" table. The Board approves UWA to seek and accept additional COVID-related revenue opportunities that: 1) are aligned with the overall UWA mission, and 2) have a net positive or neutral impact to the "bottom line" (excess of revenues over expenses) of the UWA budget. The COVID-related revenues and expenses are considered supplemental to the previously approved FY21 budget.

Beth Stuart moved to approve the motion, Mike Huston seconded, and the motion passed unanimously.

The interim CFO is closing out the fiscal year, administering the new grants, preparing for the audit in October, and providing cross training for the finance staff.

Homelessness Update:

Dick Mandsager reported on a recently completed gap analysis of homelessness capacity needs. The goal is to help Anchorage build a full continuum of evidence-based, cost-effective interventions. 2021 community priorities include:

- First, permanent supportive housing, shelter, and rapid rehousing for single adults. Single adult homelessness continues to be the largest area of need, and this gap between demand and capacity is projected to grow. This need can best be addressed by a combination of shelter (or shelter alternatives), rapid rehousing, and permanent supportive housing for adults.
- Second, prevention, resource and referral, and outreach; shelter and rapid rehousing for families and youth and transition aged youth. Preventing or immediately addressing new inflow into homelessness is a significant need, particularly during COVID-19. Additionally, increased capacity for shelter and rapid rehousing for families and youth is necessary to adjust to the economic impacts of COVID-19 and prevent intergenerational homelessness.
- Third, diversion; transitional housing for all populations; permanent supportive housing for families and youth; housing interventions for veterans. Other interventions have proven effective for specific subpopulations and should be scaled up to meet demand.

Permanent Supportive Housing is one of the highest priorities for 2021 and the best way we can address unsheltered visible homelessness in our community. Rapid Rehousing is one of the most effective ways to provide short term assistance for long term sustainable housing. Prevention is one of the most cost-effective solutions for addressing increasing demand due to the economic impacts of COVID-19.

Transition Plan:

Belinda Breaux reported that the offer letter has been accepted and signed on August 5 by the new CEO. The contract is within the terms that the Board has set. The new CEO will start working remotely September 2 and will be in the office September 28 with some overlap with

the outgoing CEO. The Executive Committee will help structure the transition plan, develop the transitional analyses, and will then work with the Board on the 2021 strategic plan.

Motion to adjourn Board meeting was made by Belinda Breaux, Laurie Butcher seconded, and the motion passed unanimously.

Next Board meeting: September 16, 2020.