

**United Way of Anchorage  
Board Meeting  
January 28, 2015, 4 p.m.  
Wells Fargo Conference Room**

**Members Present (13):** Dan Clark, Joe Everhart, Kitty Farnham, Charles Fedullo, Rick Fox, Keith Hand, Jenna Hooley, Katherine Jernstrom, Dick Mandsager, Jordan Marshall, Frank Paskvan, Natasha Pope, John Shipe

**RSVP Regrets (8):** Mike Abbott, Bij Agarwal, Jay Butler, Diane Ingle, Tommy Kibler, Susan Parkes, Janet Weiss, David Wight

**Guests:** Ann Penniston, Co-Chair, Emerging Leaders

**ANNUAL MEETING**

**Call to Order:** Dick Mandsager called the annual meeting to order at 4:05 p.m.

**Public Comment:**

The annual meeting was noticed in Anchorage Daily News, according to the bylaw requirements, and the public was invited to comment. There was no public comment.

**Election of Board Members:**

Dick Mandsager introduced the resolution to elect the following Board members to new terms:

Susan Parkes (2<sup>nd</sup> term)  
Frank Paskvan (3<sup>rd</sup> term)  
Janet Weiss (3<sup>rd</sup> term)

Jordan Marshall moved to approve the resolution as presented, Joe Everhart seconded, and the motion passed unanimously.

Dick Mandsager introduced the resolution to elect the following Board members to fourth terms:

Joe Everhart  
Keith Hand

Kitty Farnham moved to approve the resolution as presented, Natasha Pope seconded, and the motion passed unanimously.

Dick Mandsager introduced the resolution to elect new Board member Katherine Jernstrom of The Boardroom. Keith Hand moved to approve the resolution as presented, Jordan Marshall seconded, and the motion passed unanimously.

As the Board Chair, Dick Mandsager appointed Jenna Hooley of Spawn Ideas, who is co-chairing the Emerging Leaders, to be an ex officio Board member for 2015.

**Election of Board Officers:**

Dick Mandsager introduced the resolution to elect Board officers. Kitty Farnham moved for approval of the following slate of officers:

Chair – Joe Everhart  
Vice Chair/Chair Elect – Susan Parkes

Treasurer – Keith Hand  
Secretary – Jordan Marshall

John Shipe seconded and the motion passed unanimously.

Motion to adjourn the annual meeting was made by Jordan Marshall, seconded by Joe Everhart, and unanimously approved.

## **REGULAR MEETING**

**Call to Order:** Joe Everhart called the meeting to order at 4:15 p.m.

## **CONSENT AGENDA**

Keith Hand moved to accept the consent agenda (December 3 meeting minutes and December financials) as presented, Natasha Pope seconded, and the motion passed unanimously.

## **AGENDA ITEMS**

### **Emerging Leaders:**

Jenna Hooley provided an overview of the Emerging Leaders plan to increase engagement opportunities to provide richer experiences for members. Activities include lunch and learn events, volunteer and networking opportunities, professional development workshops, and power coffees with leaders. Emerging Leaders are also doing some outreach to companies to get their young workforce engaged. 64 members have pledged over \$30,000 so far.

### **Walk for Warmth:**

Aimee Chauvot thanked Natasha Pope for participating on the planning committee and ConocoPhillips for offering an employee to be on the logistics committee. This is the fifth anniversary of Walk for Warmth, and includes a 5K race this year. The event is ahead of last year for participants and pledges but still way below the ambitious \$85,000 goal. Kudos to Rick Fox for securing Fairweather as a sponsor.

### **Finance Committee Update:**

Keith Hand reported that, while it is not a financial crisis, there is a serious campaign deficit of approximately \$600,000. Budget was set based on raising \$7.2M and campaign is coming in at \$6.6M. UWA also looked for \$500,000 in major gifts and grassroots development but raised about \$100,000. The result is that the continuation funding for next year would be approximately \$500,000 short; this doesn't include \$450,000 in new applications to consider. UWA has fully funded all service partners this fiscal year, but the commitment for next fiscal year is what is under consideration. There are some EIH restricted funds that can be used to help bridge this shortfall. Board also has \$1.5M in Board reserves and \$100,000 in the CIIC opportunity fund. Committee is considering whether UWA should reduce continuation funding, since it is campaign dependent. Board suggested putting together the talking points to explain this to the public if asked.

### **New Web Review:**

Laura Brown reported that Alaska Business Magazine articles on UWA's financial stability work and Emerging Leaders will be featured in upcoming issues. The new website will be launched in February and takes a donor-centric approach, is more interactive, works on smaller screens and mobile devices,

and has many layers. Give, Advocate, Volunteer wording will be replaced with Donate, Volunteer, Share. The site connects with other social media, is photo intensive with 95% local pictures. UWA will be tracking all use data to monitor usage and adjust content accordingly.

**Public Policy Committee Report:**

Charles Fedullo reported that the Committee puts forward the 2015 public policy agenda. It's an iterative document as issues evolve. There are no big changes from last year. Most controversial item is the implementation of the marijuana initiative. There are three main criteria for assessing involvement: how closely aligned the issue is with UWA goals; can UWA make a difference; and the impact on staff resources.

Alaska Mental Health Trust is taking a lead role in the various processes that will play out on the state and local levels related to marijuana. Concerns remain about the negative youth and health implications; and that this is an extremely divisive, polarizing issue with a lot of emotion. For now, Committee decided to put marijuana implementation in the track/inform columns for both education and health on both the state and Anchorage policy agendas. The Committee previously recommended that UWA not engage in the ballot initiative stage but reserved discussion on UWA's role if initiative passes. Now, the Committee will evaluate involvement in the implementation phase, with a focus on advertising, edibles, and what constitutes public use, and the issues develop.

**Executive Session – Personnel:**

On a motion by Frank Paskvan to go into the executive session to discuss personnel, seconded by Keith Hand, and passed unanimously, the Board went into the executive session at 5:20 p.m. Motion to close the executive session was made by Frank Paskvan, seconded by Kitty Farnham, and unanimously approved. The executive session ended at 5:30 p.m.

Motion to adjourn was made by Kitty Farnham, seconded by Charles Fedullo, and unanimously approved.

Next Board meeting: February 25, 2015