



**Betsy Dupuis – Presiding**

Marnie Derabasse  
Greg Gunn  
Linda Higginson  
Chris Hosterman  
David Krentzman  
Molly Kunkel  
Howard Long  
Susan McWhirter  
Robert Pangborn

Cindy Pasquinelli  
David Pribulka  
Steve Sampsell  
Thomas Schrack  
Fran Stevenson  
Jens Thorsen  
Greg Wendt  
Mary Kay Williams

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Staff:

Megan Evans

Tammy Gentzel

**CALL TO ORDER**

Ms. Dupuis called the meeting to order at 4:05pm

**INTRODUCTIONS & WELCOME– Ms. Dupuis & Ms. Williams**

- Ms. Dupuis welcomed the new board members, Marnie Derabasse and Steve Sampsell. Jeannine Lozier was not able to attend. Zach Moore will be filling Margaret Gray’s seat until her replacement is hired at Penn State.
- Ms. Dupuis reviewed the list of meetings and events for 2017.
- Ms. Williams led the board in an opening activity.

**BOARD MEETING MINUTES – November 21, 2016**

- Mr. Krentzman made a motion to approve the minutes with a correction.
- Mr. Wendt seconded the motion.
- Motion passed.

**CAMPAIGN REPORT – Mr. Hosterman**

- Mr. Hosterman reviewed the most recent campaign report. Comparing same donor giving, loyal donors have:
  - Decreased corporate giving by 1%
  - Decreased employee giving by 7.35%
  - Increased residential giving by 1.44%
  - Increased PSU Retiree giving by 8.15%
  - Total raised to date: \$1,864,670 or 84.76% of the campaign goal of \$2.2 million.
- Mr. Hosterman pointed out that there are still donors who gave last year but have yet to give this year. Those gifts could bring in an excess of \$175,000. In light of this, Mr. Hosterman made a motion to extend the campaign deadline to February 3, 2017. Mr. Schrack seconded the motion. Motion passed.

- Ms. Gentzel gave an update on the end of campaign efforts. Partner Agencies and local businesses have been asked to hold 50/50 raffles. We are also holding a Sports Prize Packages raffle with one donor winning two tickets to a Steelers game and a 2-night stay in Pittsburgh and one donor winning pre-game sideline passes to the Pitt-Penn State game with two tickets in the President's suite. This is advertised on the radio and through social media. It requires a \$50 donation to enter.

#### **EXECUTIVE DIRECTORS REPORT – Ms. Gentzel**

- Ms. Gentzel presented an overview of her vision for 2017 which included:
  - Saturating the county with concrete, visual messages of Living United to include new projects such as Pre-K Literacy, Safe Prescription Drop Offs and programming through Stewards of Children for expecting parents.
  - Providing meaningful Volunteer Opportunities for all demographics with assistance from a Millennial Advisory Committee and the Retirement Group.
  - Continuing Stewardship of our donors to include more one on one meeting with donors, more technical support for Penn State, and more strategic approach to employee and corporate campaigns.

#### **COMMITTEE REPORTS**

- **Board Development – Ms. Williams**
  - The committee will meet on January 30 at 8:30am at The Hartman Group – all are welcome to attend.
  - The group is looking for people who will bring diversity to the board so please offer suggestions to Ms. Williams.
- **Communications – Mr. Pribulka**
  - Committee met last week to set their goals for 2017. Always looking for new members to join. Meetings are held the 3<sup>rd</sup> Thursday of the month at Perkins at 8:30am.
  - Will be working on a redesign of the brochure and direct mail pieces, along with signage for the 2017 campaign. Will continue to grow our social media presence.
- **Community Impact – Ms. Gentzel for Ms. Lozier**
  - Ms. Lozier has been working with the committee for two years.
  - The committee is now a part of the Communities That Care group that looks for gaps in services in the county and develops a plan to fill those gaps. Ms. Lozier and Ms. Evans will be attending those meetings and meeting with the Community Impact Committee 2-3 times a year.
  - Ms. Lozier will also be working with our partner network to help coordinate programs.
- **Finance – Ms. Derabasse**
  - Finance reports were included in the advance packet.
  - The next meeting is Thursday, January 26, 8:30am at Penn State Federal Credit Union.

- **Funds Distribution – Ms. Higginson, Mr. Sampsell, Mr. Krentzman**
  - Ms. Higginson reported that the Bellefonte Council of Churches has withdrawn from the Partner Network. We now have 34 Partner Agencies.
  - Ms. Higginson encouraged all board members to be involved in this year's Funds Distribution Process.
  - Ms. Higginson introduces Mr. Sampsell who is taking over as Funds Distribution Chair and Mr. Krentzman who will chair the Funds Distribution Advisory Committee.
  - Mr. Sampsell announced that the Panel Chair Training will be held on March 14 and the Community Member Trainings will be held on March 21 and 22 from 5:30p-6:30p
  - Mr. Krentzman announced that he is currently recruiting members for the Oversight Committee and will meet with them on February 27.
  
- **Human Resources – Ms. McWhirter**
  - Ms. McWhirter reported that both candidates for the AGS position withdrew due to other opportunities. They will be advertising for the position again.
  - The committee will be working on Executive Director and staff evaluations and finishing up strategic plan goals.

**HOUSEKEEPING – Ms. Dupuis**

- Board members are asked to turn in their Conflict of Interest forms.
- Board members are asked to update their contact information.
- Board members are asked to think about topics or things they would like to discuss at future board meetings.
- Next board meeting is February 27, 2017 4pm Patton Township Building

On a motion from Ms. Higginson and second from Mr. Thorsen the meeting was adjourned at 5:21pm.

Submitted by: Megan Evans

Centre County United Way  
February 27, 2017  
4pm – Patton Township

Centre County  
United Way



**Betsy Dupuis – Presiding**

Marnie Derabasse  
David Gray  
Greg Gunn  
Chris Hosterman  
David Krentzman  
Molly Kunkel  
Howard Long  
Jeannine Lozier  
Susan McWhirter  
Zach Moore

Hugh Mose  
Robert Pangborn  
Cindy Pasquinelli  
David Pribulka  
Steve Sampsell  
Thomas Schrack  
Fran Stevenson  
Jens Thorsen  
Greg Wendt  
Colleen Williams  
Mary Kay Williams

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Staff:

Megan Evans

Tammy Gentzel

**CALL TO ORDER**

Ms. Dupuis called the meeting to order at 4:08pm

**INTRODUCTIONS & WELCOME– Ms. Dupuis & Ms. Williams**

- Ms. Dupuis welcomed the new board members, Jeannine Lozier and Zach Moore, who will be filling Margaret Gray’s seat until her replacement is hired at Penn State.

**BOARD MEETING MINUTES – January 23, 2017**

- Ms. Stevenson made a motion to approve the minutes as presented.
- Mr. Gunn seconded the motion.
- Motion passed.

**CAMPAIGN REPORT – Ms. Gentzel**

- Ms. Gentzel noted that this is the first time in many years that the campaign did not reach \$2 million dollars.
- Ms. Gentzel reviewed the SWOT analysis and breakdown of giving by category. All of this was included in the advance packet for review prior to the meeting.
- Ms. Stevenson noted that the new cause-based messaging had a positive effect in engaging retiree giving.
- Mr. Gray added that there will be 460 Penn State employees retiring in June. There will be new hires to fill in some of those positions but PSU is not in the position to do salary increases as they once were. Penn State has many revenue constraints.

#### **EXECUTIVE DIRECTORS REPORT – Ms. Gentzel**

- Ms. Gentzel’s report was included in the advance packet, including the development matrix, which was reviewed with the board.

#### **COMMUNITY IMPACT REPORT – Ms. Lozier**

- Ms. Lozier reviewed her draft action plan, which was included in the advance packet, covering three collaborative projects for the Partner Network. These include Raising up Readers, Prescription Drop Boxes and New Generation Stewards of Children.

#### **FINANCE COMMITTEE REPORT – Ms. Dupuis and Ms. Derabasse**

- Ms. Dupuis asked the board members to review the draft 990 and send changes, questions to Ms. Gentzel. The board will vote to approve the 990 at the March board meeting.
- Ms. Derabasse reviewed the allocable pool analysis, which was included in the advance packet.
- Ms. Derabasse made a motion to recommend the allocable pool of \$1,300,000.
- Mr. Wendt seconded the motion.
- Motion passed.
- Ms. Dupuis noted that the 2018 FYE draft budget will be presented at the March meeting.

#### **COMMITTEE REPORTS -**

- **Board Development – Ms. Williams**
  - Report included in the advance packet.
- **Communications – Mr. Pribulka**
  - No report.
- **Funds Distribution – Mr. Sampsell**
  - No report.
- **Human Resources – Ms. McWhirter**
  - No report

#### **HOUSEKEEPING – Ms. Dupuis**

- Board members were asked to contact Ms. Evans to sign-up for a funds distribution site visit.
- Next board meeting is March 20, 2017 - 4pm Patton Township Building

At 5:15pm, the board moved to Executive Sessions.

Submitted by: Megan Evans

Centre County United Way  
March 20, 2017  
4pm – Patton Township

Centre County  
United Way



**Betsy Dupuis – Presiding**

Marnie Derabasse  
David Gray  
Chris Hosterman  
David Krentzman  
Molly Kunkel  
Jeannine Lozier  
Susan McWhirter  
Hugh Mose  
Robert Pangborn

David Pribulka  
Steve Sampsell  
Tom Schrack  
Fran Stevenson  
Jim Thomas  
Greg Wendt  
Colleen Williams  
Mary Kay Williams

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Staff:

Tammy Gentzel

**CALL TO ORDER**

Ms. Dupuis called the meeting to order at 4:00pm

**INTRODUCTIONS & WELCOME– Ms. Dupuis & Ms. Williams**

**BOARD MEETING MINUTES – February 27, 2017**

- Tabled to next meeting

**ADJOURNMENT**

At 4:15 pm, the board meeting adjourned to a working session.

Submitted by: Tammy Gentzel

**Centre County United Way**  
**April 17, 2017**  
**4pm – Patton Township**

**Centre County**  
**United Way**



**Betsy Dupuis – Presiding**

Marnie Derabasse  
David Gray  
Greg Gunn  
Linda Higginson  
Chris Hosterman  
David Krentzman  
Molly Kunkel  
Howard Long  
Jeannine Lozier  
Susan McWhirter

Hugh Mose  
Robert Pangborn  
Cindy Pasquinelli  
David Pribulka  
Steve Sampsell  
Fran Stevenson  
Jens Thorsen  
Greg Wendt  
Mary Kay Williams

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Staff: Monica Wright  
Tammy Gentzel  
Megan Evans

**CALL TO ORDER**

Ms. Dupuis called the meeting to order at 4:02pm

**INTRODUCTIONS & WELCOME– Ms. Dupuis & Ms. Williams**

- Ms. Gentzel introduced Monica Wright as the newly hired Advancement Specialist.

**BOARD MEETING MINUTES – February 27, 2017 and March 20, 2017**

- Mr. Gray made a motion to approve the minutes.
- Ms. Higginson seconded the motion.
- Motion passed.

**EXECUTIVE DIRECTOR REPORT – Ms. Gentzel**

- Ms. Gentzel presented the Centre County United Way website and reviewed current content as well as future capabilities afforded to the organization through the website.
- Ms. Gentzel, Ms. Wright and Ms. Evans will be attending the United Way Worldwide Annual Conference in Orlando May 9-12.
- All staff will be attending the PA United Way conference in the Poconos June 21-23. A temp will be hired to cover the office during this time.
- PA 211 has a state coordinator in place who will be working to include Centre County in 211 coverage. Centre County representatives, including Ms. Kunkel and Mr. Pipe, will be attending a meeting to discuss this implementation.

**ADJOURN TO EXECUTIVE SESSION at 4:15pm**

## **RECONVENE TO BOARD MEETING at 5:00pm**

### **CAMPAIGN REPORT – Ms. Stevenson**

- Ms. Stevenson and Mr. Thomas are working to form a campaign cabinet that will meet prior to the start of the campaign, during the campaign, and through the transition to the following year's campaign.
- The Pacesetter Campaign will begin with a luncheon on June 14, 2017 at Celebration Hall.
- The Retiree Group, headed by Ms. Mary Dupuis, will be meeting with residents at Liberty Hill.

## **COMMITTEE REPORTS**

### **Board Development – Ms. Williams**

- Mr. Mose and Ms. Gentzel met with Mr. David Gaines of Miller, Kistler and Campbell. He will join the board in the near future and begin working with the Communications Committee.
- The committee will meet again in May and continue to look for members who will bring diversity to the board.
- Ms. Higginson has joined the Board Development Committee.

### **Communications – Mr. Pribulka**

- The committee is working with a graphic artist to redesign our current brochure to increase effectiveness in telling our story and engaging donors.
- The committee has applied to the CP2 Brand Aid group for assistance with all aspects of our current marketing, including social media and website.

### **Community Impact – Ms. Lozier**

- The committee will meet in May to discuss the mission of the group.

### **Funds Distribution – Mr. Sampsell**

- Site visits are going well. There are 12 visits remaining.
- Some of our agencies have asked for less funding than last year but the overall ask is still greater than the allocable pool.

### **Human Resources – Ms. McWhirter**

- The committee met last Monday. See attached meeting notes.
- They continue to work on the Executive Director Evaluation Tool.

### **Finance – Ms. Derabasse**

- The committee reviewed the 990 and sent it back for clarification of how the Hamer Fund is being reported. It is a Temporary Restricted Fund due to the potential need to access the funds in the event of a natural disaster in Centre County. All questions have been answered and corrected.
- Ms. Derabasse made a motion to approve the corrected 990.
- Mr. Thorsen seconded the motion.
- Motion passed.
- Ms. Dupuis asked the committee to take a closer look at how The Hamer Fund is being reported on the 990 to ensure full disclosure.



**PLANNING – Ms. Gentzel**

- Ms. Gentzel asked the board to review the matrix of comments on Board Member and Executive Director responsibilities included in the advance packet . This will be addressed at the May meeting.
- Ms. Gentzel asked the board members to individually rank the 17 tasks generated at the March board meeting in order to obtain a consensus on the top 3 tasks.

**ADJOURN**

- On a motion from Mr. Mose and a second from Mr. Gunn the meeting was adjourned at 5:41pm.

Submitted by: Megan Evans

**Centre County United Way**  
**May 15, 2017**  
**4pm – Patton Township**

**Centre County**  
**United Way**



**Betsy Dupuis – Presiding**

Marnie Derabasse  
Linda Higginson  
David Krentzman  
Molly Kunkel  
Jeannine Lozier  
Susan McWhirter  
Hugh Mose

Cindy Pasquinelli  
Steve Sampsell  
Tom Schrack  
Jens Thorsen  
Mary Kay Williams

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**Staff:**

Tammy Gentzel  
Megan Evans

**EXECUTIVE SESSION:**

- The Board began the meeting in Executive Session at 4:06pm

**CALL TO ORDER**

- Ms. Dupuis called the meeting to order at 4:17pm

**BOARD MEETING MINUTES – April 17, 2017**

- Mr. Schrack made a motion to approve the minutes as corrected.
- Mr. Mose seconded the motion.
- Motion passed.

**RESIGNATION OF BOARD VICE-CHAIR**

- Ms. Derabasse made a motion to accept the resignation of Mary Kay Williams effective June 30, 2017.
- Ms. Higginson seconded the motion.
- Motion passed.

**JUNE 19, 2016 BOARD MEETING**

- Ms. Kristen Rotz, President of United Way of Pennsylvania will be attending the June Board Meeting to make a presentation.
- Strategic Planning will continue at the June meeting.

**EXECUTIVE DIRECTOR REPORT – Ms. Gentzel**

- Ms. Gentzel reported that she, Ms. Wright, and Ms. Evans had a successful trip to Orlando for the United Way Worldwide Annual Conference. There were over 1,000 staff and volunteers

from United Way organizations across the country in attendance, including representatives from Canada, Ireland, and Korea.

- Several United Ways were impressed with the amount of money we raise in Centre County given our small staff – which shows the value of our volunteers!
- Topics particularly relevant given our local planning were: donor focused messaging, digital pixel tagging, third party processors for donations and donor engagement.
- Ms. Gentzel also presented a slide show of Trash to Treasure set up and sale day.

#### **CAMPAIGN REPORT – Ms. Dupuis and Ms. Gentzel**

- The Pacesetter Campaign will begin with a luncheon on June 14, 2017 at Celebration Hall. Board members will be asked to participate and pair up with pacesetter company leadership to discuss their involvement with United Way and strengthening employee campaigns.
- The Campaign Cabinet will meet again on Wednesday, May 18 to continue to plan the structure and strategies for the 2017 campaign.
- Mr. Bob Potter suggested a competition and awards ideas as a way to energize the 2017 campaign.
- Development of a Campaign Toolkit is being planned.

#### **COMMITTEE REPORTS**

##### **Board Development – Ms. Williams**

- Mr. David Gaines and Ms. Janet Santostefano have agreed to join the board in January 2018.
- Ms. Higginson will assist the committee to develop both a new board member orientation and a continuing education plan for current board members.

##### **Communications – Mr. Pribulka**

- The committee did not receive the CP2 Brand Aid grant.
- A new brochure has been designed and will be printed for use during the campaign. There will be a version printed with a self-mailing envelope for donations.
- The committee continues to work on creating a “tool box” for campaign volunteers.

##### **Community Impact – Ms. Lozier**

- The committee will meet tomorrow to discuss the mission of the group. Ms. Lozier will report to the board in June.

##### **Funds Distribution – Mr. Sampsell**

- Mr. Sampsell distributed an overview report of the Funds Distribution process, including a spreadsheet with the breakdown of recommended funding levels for each of the 34 partner agencies.
- Mr. Sampsell made a motion to approve the funding levels presented.
- Mr. Krentzman seconded the motion.
- Motion passed.

**Human Resources – Ms. McWhirter**

- No report.

**Finance – Ms. Derabasse**

- Ms. Derabasse reviewed the Proposed 2018 FYE Budget that was included in the advance packet.
- The committee will submit a final recommended budget at the June meeting for board approval.

**PLANNING – Ms. Dupuis**

- Ms. Dupuis asked the board to review the matrix of comments on Board Member and Executive Director responsibilities included in the advance packet. This will be addressed at the June meeting.

**ADJOURN**

- On a motion from Mr. Thorsen and a second from Ms. Williams, the meeting was adjourned at 5:35pm.

Submitted by: Megan Evans



**Betsy Dupuis – Presiding**

Marnie Derabasse  
David Gray  
Chris Hosterman  
Molly Kunkel  
Howard Long  
Susan McWhirter  
Hugh Mose

Robert Pangborn  
Cindy Pasquinelli  
Thomas Schrack  
Fran Stevenson  
Jens Thorsen  
Colleen Williams

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**Staff:**

Megan Evans  
Monica Wright

Tammy Gentzel

**CALL TO ORDER**

Ms. Dupuis called the meeting to order at 4:05pm

**INTRODUCTIONS & WELCOME– Ms. Gentzel**

- Ms. Gentzel introduced Ms. Kristen Rotz, President, United Way of Pennsylvania

**UNITED WAY & ADVOCACY – Ms. Rotz**

- Ms. Rotz gave a presentation on United Way and Advocacy.

**BOARD MEETING MINUTES – May 15, 2017**

- Ms. Stevenson made a motion to approve the minutes as presented.
- Mr. Schrack seconded the motion.
- Motion passed.

**QUORUM VOTES**

- Mr. Gray enthusiastically made a motion to appoint Mr. Mose as Board Vice-Chair and Mr. Lingenfelter as Board Secretary effective July 1, 2017.
- Mr. Schrack seconded the motion.
- Motion passed.
  
- Mr. Hosterman made a motion to approve the 2018 FYE Budget as presented in the advance packet.
- Mr. Gray seconded the motion.
- Motion passed.
  
- Ms. Derabasse made a motion to approve the United Way Worldwide Membership Certification Report as presented.
- Ms. Stevenson seconded the motion.
- Motion passed.

### **CAMPAIGN REPORT – Ms. Stevenson**

- Ms. Stevenson reported that the Pacesetter Luncheon was held on June 14, 2017. It was well attended by Pacesetter Companies and Partner Agencies. The luncheon featured a poverty simulation activity and distribution of campaign materials.
- There are 25 Pacesetter Companies participating plus 34 partner agencies. Mt. Nittany Health has moved their campaign to the fall.
- Ms. Stevenson and Ms. Gentzel will be approaching Tom King to serve as campaign co-chair due to the vacancy left by Mr. Thomas.
- Co-chairs are needed for the Ambassador Division in Bellefonte, Penns Valley and Philipsburg.
- Personal/Business Campaign Pages will be utilized during the campaign.

### **EXECUTIVE DIRECTORS REPORT – Ms. Gentzel**

- Ms. Gentzel reported that the Trash to Treasure wrap-up meeting was held this morning. The total raised is appx \$52,000. The pilot program with Hoy Transfer was successful and is a more affordable option to move donations.
- Ms. Gentzel announced that an anonymous donor has designated \$50,000 to be used through the personal campaign pages. The Campaign Cabinet will determine how to use the donation.

### **COMMITTEE REPORTS – Consent Agenda**

- **Finance – Ms. Derabasse**
  - Finance reports were included in the advance packet. There were no questions or concerns noted by members of the board.

On a motion from Mr. Mose and second from Ms. Stevenson the meeting was adjourned at 5:23pm.

Submitted by: Megan Evans



**Betsy Dupuis – Presiding**

Marnie Derabasse  
David Gray  
Chris Hosterman  
Molly Kunkel  
Howard Long  
Susan McWhirter  
Hugh Mose

Robert Pangborn  
Cindy Pasquinelli  
Thomas Schrack  
Fran Stevenson  
Jens Thorsen  
Colleen Williams

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**Staff:**

Megan Evans  
Monica Wright

Tammy Gentzel

**CALL TO ORDER**

Ms. Dupuis called the meeting to order at 4:05pm

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**UNITED WAY & ADVOCACY – Ms. Rotz**

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**BOARD MEETING MINUTES – May 15, 2017**

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- Mr. Schrack seconded the motion.
- Motion passed.

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### **COMMITTEE REPORTS – Consent Agenda**

- **Finance – Ms. Derabasse**
  - Finance reports were included in the advance packet. There were no questions or concerns noted by members of the board.

On a motion from Mr. Mose and second from Ms. Stevenson the meeting was adjourned at 5:23pm.

Submitted by: Megan Evans





**Betsy Dupuis – Presiding**

Marnie Derabasse  
Margaret Gray  
Linda Higginson  
Chris Hosterman  
David Krentzman  
Molly Kunkel  
Jeannine Lozeir  
Susan McWhirter

Cindy Pasquinelli  
David Pribulka  
Thomas Schrack  
Fran Stevenson  
Jens Thorsen  
Colleen Williams  
Charima Young

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**Staff:**

Megan Evans  
Monica Wright

Tammy Gentzel

**CALL TO ORDER**

Ms. Dupuis called the meeting to order at 4:03pm

**INTRODUCTIONS & WELCOME– Ms. Dupuis**

- Current board members introduced themselves to new members Charima Young and Margaret Gray.

**BOARD MEETING MINUTES – June 19, 2017**

- Ms. Dupuis made a motion to approve the minutes as presented.
- Ms. Stevenson seconded the motion.
- Motion passed.

**COMMUNITY IMPACT – Ms. Lozier**

- Ms. Lozier led an exercise to help the BoD define mission, goals and outcomes related to community impact. She will collate data collected from the same exercise completed with both the community impact committee and the partner agencies and make a report to the BoD in October or November.

**CAMPAIGN REPORT – Ms. Stevenson**

- Ms. Stevenson reported the Campaign Kick Off was well received.
- The Campaign Cabinet has set a goal of \$1,800,000 for the 2017 Campaign. The goal was announced at the Kick Off.
- The Cabinet continues to recruit volunteers and is in particular need in Penns Valley and Phillipsburg areas. Ms. Dupuis encouraged the BoD to assist in recruitment.
- The Cabinet has plans to engage retirees during a social scheduled for Liberty Village on Friday, September 22 and have asked to be schedule to speak at the Universal Unitarian Church.

## **EXECUTIVE DIRECTORS REPORT – Ms. Gentzel**

- Ms. Gentzel revisited priorities established by the BoD in the spring:
  - Use social media platforms to connect with donors
  - Continue to engage in donor-centric and social change development messaging and impact
  - Establish a functioning de Tocqueville Society
- Ms. Gentzel reported we have made great strides in addressing all three goals. She shared samples of social media – both free and paid – messaging, donor-centric and social change messaging, and reported that Ms. Wright is working on pulling together a de Tocqueville led event.

## **COMMITTEE REPORTS**

- **Finance – Ms. Derabasse -- Consent**
  - Finance reports were included in the advance packet. There were no questions or concerns noted by members of the board.
- **Board Development – Mr. Schrack**
  - Mr. Schrack shared the slate for new BoD members to be elected in November:
    - David Gaines, Miller, Kistler and Campbell
    - Don Gaetano, The Hartman Group
    - Janet Santostefano, The Centre Daily Times
  - Mr. Schrack reported the board development committee will be bringing recommended changes to the CCUW By-Laws to the BoD for approval in November. Specifically, reducing length of terms for board officers and redefining ex-officio status.
  - Ms. Higginson reported the board development committee is well on its way to developing a volunteer-led board member orientation. The first session, for new members with current members invited, will be scheduled in early November. The second session will be held as part of the January BoD meeting.
- **Communications – Mr. Pribulka**
  - Mr. Pribulka shared the new campaign brochure, information about individual and corporate campaign pages, and announced that JaNae Wian has agreed to chair a committee to help market and build the individual campaign pages.
- **Funds Distribution – Mr. Krentzman**
  - Mr. Krentzman reported the funds distribution committee has had several meetings through the summer and will make a report to the BoD available in October.
- **Human Resources – Ms. McWhirter**
  - Ms. McWhirter reported the H.R. committee will have a new executive director evaluation tool ready to launch at the end of the year.

On a motion from Ms. Lozier and second from Mr. Hosterman the meeting was adjourned at 5:32pm.

Submitted by: Tammy Gentzel



**Hugh Mose – Presiding**

Marnie Derabasse  
David Gray  
Greg Gunn  
Linda Higginson  
Chris Hosterman  
David Krentzman  
Molly Kunkel  
Jeannine Lozier  
Susan McWhirter

Steve Sampsell  
Fran Stevenson  
Jens Thorsen  
Charima Young

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Staff: Tammy Gentzel  
Megan Evans  
Monica Wright

**CALL TO ORDER**

Mr. Mose called the meeting to order at 4:03pm

**BOARD MEETING MINUTES – September 18, 2017**

- Ms. Higginson made a motion to approve the minutes as presented.
- Ms. Stevenson seconded the motion.
- Motion passed.

**CAMPAIGN REPORT – Ms. Stevenson**

- Ms. Stevenson reported the campaign is moving along very well.
- The Campaign Cabinet is meeting every other Friday and currently identifying companies that do not participate in the campaign. Volunteers will be working to include those companies. The board is being asked to identify contacts in those companies.
- Mr. Hosterman has agreed to serve as campaign co-chair again this year.
- Ms. Gentzel reported that The Hamer Foundation increased their gift from \$100,000 to \$125,000 this year and asked BoD members who see Diane Kerly to thank her for their generosity.
- All campaign bags have been delivered and 6 companies who have never requested a presentation are doing so this year. One of those is Raytheon. State of the Art will allow us to do a presentation next year.
- To date we have 284 new or recaptured donors, 131 donors who have increased their gift amount, 88 who have decreased. The total net for the campaign year to date is positive.
- Mr. Hosterman has identified potential donors in Penns Valley and we are developing marketing materials for that area.

## EXECUTIVE DIRECTORS REPORT – Ms. Gentzel

- Ms. Gentzel reported we had 1,958 volunteers working at 80 projects around the county on Day of Caring.
- The CDT online advertising is performing at the national average and continues to go well.
- Staff will be sending out direct mail to known donors in the next few weeks.
- Ms. Evans will be sending personal emails to donors regarding the Personal Campaign Pages. Ms. Wright will be meeting with J'nae Wian and her committee to market the Personal Campaign Pages as well.
- Taste of the Town is Sunday, December 3, 2017. We currently have 120 people registered.
- Ms. Gentzel shared the State College Magazine page that highlighted the Kick Off.

## COMMITTEE REPORTS

- **Finance – Ms. Derabasse -- Consent**
  - No Report due to re-alignment of donor and accounting software functions.
- **Board Development – Ms. Higginson**
  - Ms. Higginson noted there will be a New Board Member Orientation on Monday, November 13 from 4-6pm at the CCUW office. This will cover how United Way Worldwide, United Way of PA and CCUW work together, CCUW mission and vision, the Partner Network, and Board Responsibilities/Individual Board Member Responsibilities.
  - A Full Board Orientation will be held on Monday, January 15, 2018. Location is TBA. This will cover Finances/Fiduciary Responsibilities, Funds Distribution, Conflicts of Interest and Connecting with Fellow Board Members.
- **Funds Distribution – Mr. Krentzman and Mr. Sampsell**
  - Mr. Krentzman reported the funds distribution oversight committee has met twice to discuss the overall funds distribution process and to identify what is working well and what may need to be changed.
  - The committee, with the help of Susan Sampsell, has developed a new system for agencies to report their financial information intended to make the process easier for the agencies and panel members. This will be instituted in the 2018 FD process.
  - The committee is working on a plan for retention criteria for existing partner agencies. This will be formally presented at a future board meeting as it is still in the planning stages. It could include a plan for Affiliate Partner Status.
  - The committee has agreed on a set of questions that would be used to help determine agency retention. These are:
    - (A) FIT:**
      - Does the agency fit within the CCUW impact areas of Health, Education and Financial Literacy?
      - Is the mission of the agency providing a service that is meaningful to the community?

### **(B) OUTCOMES**

- Are outcomes being reported? - How strong are the outcomes? Are the outcomes relevant and important to our community?
- How many members of the community are being served (note: this isn't included to confuse the issue of "outputs vs. outcomes" - but rather to see if the agency is delivering enough quantity of outcomes to be "relevant to the community.")?
- Has the nature of the program dramatically changed from previous year(s)? Is it a totally different program that existed when the agency first applied for partner agency status?
- Are similar services offered / outcomes delivered elsewhere?

### **(C) OPERATIONAL EFFECTIVENESS**

- How are costs per unit served trending? Are the unit costs reasonable?
  - Are outcomes being efficiently delivered?
  - Is the agency financially sustainable?
- Mr. Sampsell suggested that the process/policy for donor designations be looked at in the future in light of current designations that may not be in line with our mission/vision.

On a motion from Mr. Gunn and second from Mr. Krentzman the meeting was adjourned at 5:28pm.

Submitted by: Megan Evans