

**United Way of Anchorage  
Board Meeting  
January 18, 2017, 4 p.m.  
Alaska Communications Business Technology Center**

**Members Present (15):** Alyssa Bish, Laurie Butcher, Dan Clark, Kitty Farnham, Charles Fedullo, Rick Fox, Keith Hand, Dick Mandsager, Jordan Marshall, Joe Marushack, Susan Parkes, Natasha Pope, Shawn Rivera, Beth Stuart, David Wight

**RSVP Regrets (6):** Mike Abbott, Belinda Breaux, Jay Butler, Joe Everhart, Cory Quarles, Janet Weiss

**ANNUAL MEETING**

**Call to Order:** Susan Parkes called the annual meeting to order at 4:10 p.m.

**Public Comment:**

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

**Election of Board Members:**

Susan Parkes introduced the resolution to elect the following Board members to new terms:

- Jay Butler (3rd term)
- Dick Mandsager (3rd term)
- Jordan Marshall (3rd term)
- Natasha Pope (2nd term)

Joe Marushack moved to approve a resolution, Laurie Butcher seconded, and the motion passed unanimously.

Susan Parkes introduced a resolution to elect Board member Dan Clark to a fourth term. Natasha Pope moved to approve a resolution, Keith Hand seconded, and the motion passed unanimously.

**Election of Board Officers:**

Susan Parkes introduced a resolution to elect Board officers. Charles Fedullo moved for approval of the following slate of officers:

- Chair – Susan Parkes
- Vice Chair/Chair Elect – Dan Clark
- Treasurer – Keith Hand
- Secretary – Cory Quarles

Beth Stuart seconded and the motion passed unanimously.

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

## REGULAR MEETING

**Call to Order:** Susan Parkes called the meeting to order at 4:20 p.m.

## CONSENT AGENDA

Charles Fedullo moved to accept the consent agenda (October 26 and December 7 meeting minutes and December financials) as presented, Keith Hand seconded, and the motion passed unanimously.

## AGENDA ITEMS

### **Executive Committee Report:**

Susan Parkes presented a resolution to elect new Board member Teri Nienhaus of Arctic Catering and Support Services. Keith Hand moved to approve the resolution, Laurie Butcher seconded, and the motion passed unanimously. As the Board Chair, Susan Parkes appointed Shawn Rivera and Alyssa Bish, Emerging Leaders co-chairs, to serve as ex officio Board members in 2017.

Susan Parkes extended kudos to:

- Laurie Butcher and Alaska Communications for hosting Board meetings at the Business Technology Center.
- Joe Marushack, Dan Clark, and ConocoPhillips for extending UWA's lease and giving an additional 4,000 feet of space so that UWA could give up its satellite office and save on rent. This lease over 3 years exceeds \$1M in value.
- Dick Mandsager and PHSA for investing another \$1.175M in the homelessness work. PHSA is UWA's premier investor in the UWA business model, setting the stage for other funders to incent collaborative, community solutions.
- Cory Quarles for attending the Emerging Leaders event and being a great UWA ambassador.
- Jordan Marshall and Charles Fedullo for bringing public policy issues to UWA's attention and keeping UWA current.
- Mike Abbott for the city keeping the UWA-wrapped bus on the streets.

The retreat agenda will include decision making for the FY'18 investments. It is important that the Board makes these decisions in the context of the UWA business model and plan. It will also focus on the viability of UWA's business model which is a function of both external, environmental factors and UWA's level of effort and where it places its resources. The Committee discussed several questions and would like the Board's feedback on:

- How knowledgeable and comfortable do Board members feel with the business model?
- The viability of the business model?
- Is this the right conversation to be having now?
- What prep do Board members want for the retreat to get ready?

Board feedback was that 2017 will be worse economically (and more contentious politically) so likely to see both revenue and workplace participation rates decline further. In response, need to: (1) focus and concentrate on critical programmatic work and perhaps do less things overall and; (2) develop strategies to reach more individual donors within 95% of Anchorage residents we don't reach currently in workplaces.

The EIH committees were set up for the Board's direction to:

- Act – set strategic direction
- Mobilize – acquire financial resources
- Invest – deploy financial resources internally and externally
- Activate – spark advocates, volunteers, partners, and supporters to engage

In practice, two of the EIH committees have had a hard time having sufficient attendance to convene. When they do meet, it's a great chance to go deeper into substantive work but hasn't really been conducive to the development of RD, advocacy, or engagement. These committees also help make the investment decisions from unrestricted and grant dollars, but the recent decreases in both of those sources has reduced the level of efforts for that task. Following discussion, the Board generally agreed that it is best for committees to vet only bigger issues with meetings scheduled on as-needed basis. Staff will encourage full Board briefing and involvement for specific direction or roles in RD, advocacy, and engagement.

Michele Brown reported that United Way of Kenai Peninsula is in deep financial trouble, predominantly due to Board inaction. There has been high turnover in the last few years and the current Board is rather unenthusiastic about raising resources or addressing community problems. UWKP originally was looking to dissolve, but then came to UWA with a request to take over UWKP's operations. They are currently looking at four options: (1) dissolve; (2) get another UW to take it over; (3) recommit to action; and (4) figure out a way to cut back while building a future plan. UWKP Board will discuss what they are specifically looking for from UWA. Board generally did not support taking over UWKP entirely since it has a different business model, and was not deeply worried about reputational damage to the UW brand if UWKP dissolved.

### **Resource Development Report:**

Joy Star Lovitt reported that the projected campaign total is \$5.250 million and UWA is currently at just over \$4.9 million. 65 accounts are up \$266,000 with an average increase of 11%. Many companies held steady, including the major oil companies, KPMG, FNBA, and Wells Fargo. 128 accounts are down \$825,000 with an average decrease of 27%. 43% of dollars lost are from oil support and native corporations.

Motion to adjourn was made by Laurie Butcher, seconded by Kitty Farnham, and unanimously approved.

Next Board meeting: February 15, 2017