

**United Way of Anchorage  
Board Meeting  
June 17, 2020, 4-5:30 p.m.  
Via Zoom**

**Members Present (19):** Belinda Breaux, Laurie Butcher, Greg Deal, Mike Dunn, Bill Falsey, Charles Fedullo, Rick Fox, Darlene Gates, Michael Huston, Teresa LaPella, Dick Mandsager, Alex McKay, Daniel Mitchell, Rachel Norman, Susan Parkes, Natasha Pope, Veronica Reem, Beth Stuart, Thomas Yetman

**RSVP Regrets (8):** Sarah Gaines, Jordan Marshall, Joe Marushack, Frank Paskvan, Jack Shepard, Brad Spees, Ed Ulman, David Wight

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

**CONSENT AGENDA**

Susan Parkes moved the resolution to accept the consent agenda (May 20, 2020 meeting minutes) as presented, Laurie Butcher seconded, and the motion passed unanimously.

**AGENDA ITEMS**

**Executive Committee Report:**

Natasha Pope extended kudos to:

- Joe Marushack and CPA for a terrific support by CPA building management in keeping the occupants safe and operational.
- Ed Ulman and Alaska Public Media for receiving two recognitions by the National Academy of Television Arts & Sciences: Regional Emmy Award (this is a first for Alaska) and a Peabody Award for Molly of Denali. The Peabody is the equivalent of an Emmy.
- UWA for an Achievement in Business Community Heroes recognition by Northrim Bank and the Anchorage Daily News.
- Brad Spees for Ron Duncan of GCI who was managing the group Alaska's Future about the state's fiscal policies. The group recently closed up operations and the funds it had left over – \$29,000 – were sent to UWA.
- All the Board members and their companies who contributed to Anchorage Cares and AK Can Do.

Darlene Gates spoke about the partnership with AFN and the AK Command to get 9,000 gallons of medical grade hand sanitizer flown here and distributed to rural Alaska Native communities.

At the last meeting, Frank Paskvan described the Audit Committee's report and the clean audit. Staff sent the audit documents to the Board to review. The Board does not need to formally vote on it but, it is a best practice for the Board to accept the audit. The Board accepted the audit with no issues raised.

UWA needs to complete a UWW membership certification yearly to maintain use of the UW brand. The Board doesn't need to approve it but needs to be aware. UWA is in compliance with

all terms except the timely filing of 990 due to the audit issues Frank Paskvan described at the last meeting. UWA has an IRS extension until July 15 and expects it to be finished before then. The Board reviewed the form and did not raise any concerns.

Some sister UWs are expressing more interest in exploring consolidation. The Executive Committee recommends that staff explore the pros and cons and options. But before that happens, the Committee wanted to see if any Board members have a strong objective to even pursuing the idea. The Board recommended research and analysis go forward.

### **Finance Committee Report:**

Beth Stuart reported that the Committee has been active in year end closure, remote work, and upcoming audit. The Committee reviewed April and May financials and had some questions that are being researched, so the financials will be presented in July. There are no red flags. The Committee also reviewed promoting Charitable Gift Annuities with a UWW manager who described the UWW backroom process supporting it. 53 other UWs are accepting CGAs. The Committee's recommendation is to consider this as one more way to contribute to UW.

### **Search Committee Report:**

Belinda Breaux reported that the Committee asked the consultant to expand the applicant pool and the pool is now stronger. There will be 6-8 screening interviews the week of 6/22, with applicants of mixed backgrounds: nonprofit, military, academic, and private. Half of them are in Alaska, and half outside but have some Alaska connection.

### **COVID-19 Response Update:**

Michele Brown reported that 211 has been slammed. One day saw a record high 566 calls. AK Can Do raised a total of almost \$2.5M and supports; (1) grants to nonprofits, with about \$750,000 distributed and; (2) Neighbor to Neighbor assistance with \$600,000 disbursed. On June 15, 211 began pre-screening applicants on behalf of the Anchorage rent assistance relief program and also began assisting callers with their applications for the statewide AHFC rent assistance program. The Assembly is having conversations on how to best use the funds received by MOA through the CARES ACT, and UWA has been asked to participate in the work sessions.

### **Resource Development – UWA Workplace Campaign Strategy Discussion:**

Cassandra Stalzer reported that the 2020 workplace campaign strategy is to:

- Reorient communications to link impact to company partners
- Prominent Campaign Cabinet – raise profile of campaign
- Board involvement – leverage connections and information
- Agency involvement – coordinated messaging
- Improve customer service to workplace accounts
- Improve user experience at all steps
- Increase major gifts/step up to Tocqueville

The Tocqueville Society comprises 23% of total revenue, with 111 members, including 14 new members this year.

### **UW Role in Race and Equity Discussion:**

Natasha Pope shared that with such diversity in our community and in our education system -- where "minority" is over 50% of the students -- UW needs to address its role in the diversity,

equity, and inclusion discussion. This is especially true for how DEI can work for economic opportunities for all; how to build strong economy and community that leaves no one behind; how to address injustice and inequity to be sure no barriers exist to education, income, and health; how the Board and staff could diversify more; and how the Board culture can demonstrate racial equity.

Board comments included:

- This is an issue we must take stand on and determine the best way to weigh in and assist to make a difference.
- The Board should address this with a focus on the core mission of opportunity for all.
- The Board needs to build greater Board diversity.
- Race and equity are 100% aligned with UWA goals and mission, and equity is another challenge to reaching goals.
- Systematic racism is showing up in criminal justice but it is more pervasive in education, income, health, and homelessness.
- This may lead UWA to weigh in on public policy it hasn't done before.
- Board could bring in partners like NAACP to talk with the Board and partner with new organizations.
- DEI is aligned to core mission of advance common good. Set targets to build out strategies locally that lead to systemic interventions and change.

Motion to adjourn Board meeting was made by Susan Parkes, Charles Fedullo seconded, and the motion passed unanimously.

Next Board meeting: July 15, 2020.