



*Tom Wickerham, Chair  
Matthew Ecker, Vice-Chair  
Cornelia Mead, Secretary  
Laurelee Dever, Director*

## Statewide SEFA Council

One United Way  
P.O. Box 13865  
Albany, New York 12212  
518-456-2200, x129  
Fax: 518-456-2839  
[www.sefanys.org](http://www.sefanys.org)

### SEFA Statewide Council Meeting – November 17, 2016, via conference call

Council members on the call : Tom Wickerham, Cornelia Mead, Bill Ferguson, Furn Lorento, Tammy Menard (joined late)

(absent: Matt Ecker, Scott Ray, Pete DeCicco, Nick LaMorte, Caroline Westbrook)

1. Laurelee Dever took roll call
2. Tom Wickerham called meeting to order at 1:35pm
3. Minutes from 9/22/16: One correction from Tom. We did not have a quorum at this point in the meeting, so vote deferred.
4. Report from the Chair:
  - a. Pete DeCicco has resigned from the Council. He has volunteered to help find a replacement from SEFA region 5 (Sullivan-Ulster-Rockland). He is currently the only rep from that region. He is willing to continue work on the local committee.
  - b. Yesterday Tom spoke to OGS and apparently appointments to the statewide Cabinet for 2017 are forthcoming. Apparently our letter-writing campaign was influential.
  - c. Reminder to Council members that they need to get annual approval from campaign committees to remain seated on the Council.
  - d. Reminder that Council will continue to manage campaigns with no local committee.
  - e. Tom has made preliminary analysis of SEFA regions with a thought to re-drawing them, there will be more work on this, ultimately the decision rests with OGS.
  - f. Annual reappointment of finance committee (resolution last year requires annual reappointment). Current committee members are Bill Ferguson, Furn Lorento and Scott Ray, Scott has asked to move off the committee - if there are others who would like to join, let Tom know.
  - g. Tom asked for a motion to approve the UWGCR as our FCCM for another year. Bill Moved, Furn seconded motion to renew. Motion carried. Tom shared a self-review from UWGCR to add to the minutes.
5. Finance Committee: Bill Ferguson
  - a. Invoice submitted for \$9998.54 for October. Finance committee recommends approval. Bill moved to pay, Cornelia seconded, motion carried.
  - b. Cash on hand \$26,110
  - c. Finance committee has started to work on 2017 budget
6. Marketing Update - Lisa Audi
  - a. Facebook advertising - will do final campaign after thanksgiving.
  - b. Trying to create year-round presence, need content from regions.
7. Laurelee report
  - a. As of now, 1526 pledges totaling \$431,068 via e-pledge
  - b. Recertification - deadline is November 30th.
8. Meeting adjourned at 2:41 pm

Respectfully submitted, Cornelia Mead