



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

Statewide SEFA Council

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SEFA Statewide Council Meeting – September 22, 2016, via conference call

Council members on the call : Tom Wickerham, Matt Ecker, Furn Lorento, Cornelia Mead, Bill Ferguson, Pete DeCicco, Nick LaMorte.

(absent: Scott Ray, Tammy Menard (alt), Caroline Westbrook)

1. Call to order at 1:35 pm – Tom Wickerham
2. Approval of August 2 minutes. Moved by Furn, seconded Matt to approve without changes, motion carried.
3. Director's Report
 - a. Strategy for outreach to the Governor - Tom sent a letter 9/13 requesting help seating a cabinet for next year. If no response the next step would be for council members, coordinators and others to also write letters. After 8 weeks, letters from charities, etc.
 - b. Responses to RFA's for three regions without FCCM's
 - i. One response - Niagara Frontier will be covering Allegany
 - ii. Sullivan-Ulster and Delaware-Otsego - no responses
 1. Capital region has agreed to take care of the bookkeeping and financials for these campaigns
 - c. Four regions currently lack employee committees
 - i. Dutchess, Orange, Chemung, Steuben-Yates
 - d. Tom suggested the Council should start to consider redefining campaign boundaries. We have several "regions" which are a single county, and total raised in each is under \$50,000. This scale may be too small to be a viable campaign.
 - e. SEFA regions are set by OGS.
 - f. Tom will put info together and ask Laurelee to send it out.
 - g. SEFA was able to get a table at a convention this week in Rochester at the PEF convention.
4. Finance Committee Report - Bill Ferguson
 - a. Invoice from UWGCR received for August
 - b. Bill Ferguson - motion to pay invoice for \$6449 - seconded by Cornelia, motion carried.
 - c. Cash on hand \$16,995.85
5. Director's Report
 - a. E-pledge is up and running, working out the kinks
 - i. As of today, 67 have pledged, total over \$16K
 - b. Website - still needs work, Laurelee working on it as time allows. Requested that we assemble all our comments together and send at the end of the month.
 - c. Unaffiliated recertification form - problem with the link, Laurelee explained how to get there.

6. Lisa Audi - UWGCR
 - a. Facebook is up, getting "likes"
 - b. Mentioned that we should keep our posts "generic" and not tag any particular charity, etc.
 - c. Lisa will reach out via IT person in NYS to contact all agencies to "like" it on their social media accts.
 - d. Shared some info about how agencies can promote the facebook posts.

7. Moved to adjourn Furn, seconded Bill.

Meeting adjourned 2:36 pm

Respectfully submitted, Cornelia Mead, Secretary.