SEFA Council meeting 5/4/2020 via Zoom,

Council members attending: Tom Wickerham, Bill Ferguson, Cornelia Mead, Cherice Granger (alternate), Millie Lucas

Also: Alicia Otis from UWGCR

1. Tom called the meeting to order at 1:34 pm and welcomed everyone. Alicia called the roll.
2. Approval of March minutes: Bill Ferguson had a correction, "council" instead of "committee" in 2d. With those changes, Bill moved to approve, Cornelia seconded, motion carried.
3. Finance Committee report - Bill Ferguson
   1. Finance committee met to review invoices, recommends the March invoice from UWGCR be paid, the bank has adequate balance. Moved by Bill, seconded by Millie Lucas, to pay the invoice.
4. Statewide applications - Tom Wickerham - Alicia had shared the list of approved statewide applications, total 80 (approved by council members), also disapprovals (only three). Moved by Cornelia, seconded by Millie, to accept the applications, motion carried.
5. Alicia has asked if anyone is available to help with the layout and formatting of the book. Any suggestion on making it easier for donors to navigate are helpful, since there are a lot of questions from people on where to find things.
   1. As of now, the dept of taxation and finance is not committing to printing our book for us.
   2. Tom has reviewed what everyone ordered last year, taking a serious look at the amount of paper we're putting out there. Last year we printed over 22,000 books.
   3. There are going to be some changes to the paper pledge cards, adjusting the numbering systems to reflect where we've combined some campaigns, for example.
   4. Would like to get the book printed by the end of July.
6. Discussion -
   1. Could we plan to help the campaign go more digital, anticipating that in some parts of the state, at least, we will be looking at a primarily digital campaign this fall? More materials we can share via email, for example?
   2. Have we used a QR code before, that might be an idea (yes we have, we can revisit)
   3. Can we collect information to help point donors to agencies which are involved in COVID 19 response? We could put this information together for the fall. We can certainly structure some our marketing materials to highlight that.
   4. Could we add the possibility of credit cards for online pledging? Especially with concern over virus. Alicia has reached out to see about this possibility.
   5. Marketing -can we capture some stories of state employees who have performed heroically during the virus? SUNY Upstate has some stories of health care workers.
   6. Tom suggested that Alicia assemble a marketing committee. Upstate is a good source of ideas, also U Buffalo would be good to include.
   7. Tom thanked everyone for lots of good ideas.
7. Proposed revisions to the SEFA Regulations. Tom has sent us all the draft, it's currently under review by the OGS commissioner, will probably be for a while. Tom asked for review, and please send comments or changes to him and Bill.
   1. All comments will be compiled and reviewed by the Council before submitting back to OGS.
   2. After review, it would go out for public notice for 30 days. If we move promptly, it would be good to get the changes made for the upcoming campaign.
8. Motion to adjourn - Millie Lucas, seconded by Bill Ferguson, motion carried.

Meeting ended 2:40 pm