SEFA Council meeting 9/30/2020 via Zoom,

Council members attending: Tom Wickerham, Bill Ferguson, Caroline Westbrook, Nick LaMorte, Millie Lucas.

Also: Alicia Otis from UWGCR

1. Approval of minutes from prior meetings:
   1. Have to wait for previous meeting minutes, was not able to distribute in time
2. Director Report – Alicia Otis
   1. ePledge was live on September 1st, as of 1:00PM the total was $117,182 Statewide on ePledge
   2. Live totals are usually displayed on sefanys.org website, Alicia noticed on September 1st, the live data was not flowing to the website properly. GivingNexus has been made aware, it’s due to security upgrades GivingNexus implemented. They are looking into a solution but it may take a while. If anyone would like the totals Alicia said to let her know and they will be sent over.
   3. All materials have been delivered minus the 2 shipments of carbonless forms which have been sent out as of Thursday September 29th.
   4. Excel document with all contact information was sent to all Coordinators earlier this week
3. Report from the Chair – Tom Wickerham
   1. Tom thanked everyone for their patience with the materials being late, and reminded everyone they were printed in-kind so it was worth being late to save the cost of printing. Encouraged all Coordinators to push utilizing the ePledge system and only use printed books when necessary. There was a question about how much funds were saved in Tax and Finance printing the materials, Alicia and Tom indicated it was about $10,000. Tom is hoping to get ahead with Tax and Finance next year, but we should be paper free by next year.
   2. There was an inquiry on if credit card donations could be possible. Tom stated credit cards are expensive and with service fees it would put the fees over the 15% in the Rules and Regulations. Tom mentioned payroll deduction is what draws donors in to donate and SEFA will not be taking credit card donations
   3. Tom stated the MOU from United Way of Central New York will be reviewed and changes made will require approval. Once approved Tom will sign, and UW of Central New York will be the Statewide Manager.
   4. Proposed regulation is still being reviewed. Tom answered inquires the Office of the State Comptroller had. Then the regulation will go to public notice and the Office of General Services will file with the State agencies.
4. Finance Committee Report – Bill Ferguson
   1. There are two invoices, July and August, that are due for payment. $3107.03 for July and $5259.09 for August, totaling $8429.12. The August bank statement shows $17,668.04 which is sufficient to pay both invoices. The Finance Committee met Tuesday, September 28th to approve the invoices. Move to approve invoices, Nick seconded and all favored.
5. Other Business
   1. Tom stated the new regulation will hopefully be in place shortly which will shorten recertifications and continuous giving can then occur as well.
   2. Tom said recertifications were being held off for the new regulation, it was not reviewed in time. There was a choice to either shorten the timeframe for recertifications or defer the recertifications and approve all that participated in the 2021 campaign. Tom welcomed all feedback.
   3. Chris Bechle, Coordinator in Greater Rochester, stated it would be a bigger lift to shorten the timeframe. If the recertifications were rolled over, Chris inquired on if we could change the 2 year hiatus for charities that failed to recertify in 2021 to be able to apply for the 2022 campaign for this campaign year only. David Ciesielski, Central New York, agreed and agencies had a tough time gathering their information due to the Covid-19 pandemic. Marilyn Wilson, Coordinator of the Niagara Frontier Region, agreed that many large agencies were upset about being left out.
   4. It was asked if the 2-year waiting period was meant to be punitive. Tom stated it is a 2-year waiting period because the agency did not meet the requirements and therefor taken out for cause.
   5. Bill mentioned he doesn’t know the implications of rolling over the recertifications and raised concern that it is in the Rules and Regulations that they must recertify annually. Nick stated we could rollover the agencies and have those that failed to recertify in 2021 complete the applications in a timely manner. Tom Connors, Coordinator in Broome/ Chenango/ Tioga, stated recertifications have been rolled over in the past. Proposed split motion on rolling them over and then debate weather agencies should have the option if they did not participate in the 2021 campaign.
   6. Tom stated there were 2 issues, and they should be treated separately. Rollover for the 2021 agencies, and those left off in 2021, since we do not have updated information to treat them as new applications. That will cut down the 2-year waiting period. Tom mentioned after new regulation passes the recertification will likely consist of a one-page letter from the agency CEO.
   7. Two separate motions: 1- Rollover 2021 agencies 2-Shorten 2 year hiatus and give approval for those agencies to reapply for 2022 campaign December 1st,, 2021- January 15, 2022 with updated information.
   8. Bill moved to allow for the rollover agencies in 2021 book. Nick Seconds. All favored.
   9. Bill stated the regulation has been with OGS for three years and wants it adopted by 2022. Tom said it is priority with the Council and OGS. There are many items in there that will help SEFA have a better base, contributions and time and effort can be spent elsewhere for the campaign.
   10. Motion 2 – Those who lost recertification for 2021. Tom suggested allowing them to reapply for the 2022 campaign this December as new agencies. Bill was supportive to Tom’s idea, expressed concern that it will set a precedent of the Council or that the regulation is not being followed. Regulation extremely important. Temporary resolution will expire after this January 15, 2022, deadline. Christella Yonta, Coordinator in Cortland, stated most agencies do not realize it’s a 2-year hiatus not 1-year. Tom stated all agencies are removed for a reason and he will look at the language in the current regulation, asked is anyone would like to comment on the language and asked to please note the reasoning behind the change to the language they would like to see. Nick asked how many agencies were left out in 2021 and the implications of them being left out. Chris Bechle stated donors contact the agency who then contact the coordinators and ask what had happened and why they were not in the campaign. Alicia stated she was unsure of the exact number but has heard from Coordinators that many large agencies were left out of the 2021 campaign.
   11. Tom moved in order to reinstate those charitable organizations removed from SEFA membership for the 2021 campaign season will have the opportunity to reapply during the new application period beginning December 1st, 2021 ending January 15th, 2022. Bill moved, Tom seconded, all favored.
   12. Alicia asked that Coordinators contact those agencies that have inquired about their failure to recertify to let them know.
   13. Tom stated there should be monthly Council meetings in October, November and December.
6. Meeting adjourned