



Meeting: United Way Board of Directors	Date: 1-15-2025	Location: United Way Board Room	Start Time: 4:05 p.m.	End Time: 5:05 p.m.
Presiding: London Cooper, 2025 Board President				
Attendance: Justin Adamski, Craig Aittama, Kate Budd, London Cooper, Shena Davis, Paula Erickson, Paul Gwidt, Cory Hirsbrunner, Todd Huspeni, Margarita Johnston, Steve Kunst, Terri Marki, Joe Martino, Matt Paulus, Tina Peters, Michelle Przybylski, Suzanne Rathe, Ross Rettler, Beth Sekerka, Steven Thompson, Ariel Welling Staff Attendance: Fred Hebblewhite, Shelly Hanson, Laura Pfeil, Stephany Nellessen Zeyadeh, Abi Solin, Ann Kleifgen, Hannah Hetland, Katie Gilles, Stephanie James Absent: Alexis Bushman, Vanessa Garcia-Bores, Andrew Halverson, Jessica Hoerter, Patrick Johnson, Alex Okray, Elisha Williams				

Agenda Item	Discussion	Action Taken/Action Required
Call to Order	2024 Board President, Suzanne Rathe, called the meeting to order at 4:05 p.m.	Quorum Established
Elections	<p><u>Election of 2025 Officers & Board of Directors</u></p> <p><u>Ex-officio Board Members</u> Craig Aittama, Delta Dental</p> <p>1.) Motion to approve Ex-officio Board Member.</p> <p><u>Renewing Board Members</u> Justin Adamski, The Pineries Bank Alexis Bushman, Skyward London Cooper, Cooper Dental Paula Erickson, Delta Dental Vanessa Garcia-Bores, Donaldson Company Cory Hirsbrunner, Stevens Point School District Ariel Welling, Welling Kitchen, Bath & Floor</p> <p>2.) Motion to approve Renewing Board Members.</p> <p><u>2025 United Way Officers</u> President: London Cooper Vice President: Matt Paulus</p>	<p>1.) Erickson/Sekerka/ Carried Unanimously</p> <p>2.) Peters/Huspeni/Carried Unanimously</p>

	<p>Treasurer: Craig Aittama Past President: Suzanne Rathe</p> <p>3.) Motion to approve 2025 United Way Officers.</p> <p><u>New Board Members</u> Kate Budd, Ki Mobility Shena Davis, BMO Margarita Johnston, Marshfield Clinic Stevens Point Campus</p> <p>4.) Motion to approve 2025 New Board Members.</p>	<p>3.) Kunst/Erickson/Carried Unanimously</p> <p>4.) Rettler/Przybylski/Carried Unanimously</p>
Introductions	2025 Board President, London Cooper asked everyone to go around the room and introduce themselves.	
Code of Ethics	<p><u>Code of Ethics, Conflict of Interest, Diversity and Inclusion Forms & Committee Selection and Demographics Forms</u> Paul Erickson presented</p> <p>Paula informed the Board that the Governance Committee did some general cleanup and small edits on each of the forms. The content was not changed. What was once one large document is now split up into individual documents.</p> <p>5.) Motion to approve the updated Code of Ethics Certificate, Conflict of Interest Disclosure, Diversity and Inclusion Statement, Committee Selection Form, and Board & Staff Demographics Forms.</p> <p>Fred Hebblewhite asked each United Way Board member to sign all the forms presented in the Board Packet and return to Stephanie James. Fred also asked Board members to complete the Committee Selection form and to serve on at least one United Way Committee if possible. These forms should also be returned to Stephanie James.</p>	5.) Sekerka/Budd/Carried Unanimously
Consent Agenda	<p><u>Board of Directors Minutes of 12/11/2024</u> Justin Adamski noted that the meeting location on the minutes needs to be changed from United Way Board Room to Food & Farm Exploration Center.</p> <p>6.) Motion to approve Board of Directors Minutes of 12/11/2024 with the updated location.</p>	6.) Adamski/Rettler/Carried Unanimously
Finance Committee	<p><u>2024 January – December Financials</u> Craig Aittama presented</p> <p><u>2024 January – December Financials</u></p> <ul style="list-style-type: none"> The balance sheet shows solid cash reserves. 	

	<ul style="list-style-type: none"> • Assets at approximately \$7,500,000. • Total equity is approximately \$4,000,000. • Received \$80,000 last minute donation. • Will only need to go 21-22% in reserve. • Budgeted for loss of \$150,000 at the beginning of 2024 but actual is \$25,000 profit. • \$64,000 Expenses • \$259,000 Planned Endowment. • \$75,000 ahead of the original plan. • Getting 4.5-5% return on short term money. <p>7.) Motion to approve 2024 January – December Financials.</p>	7.) Erickson/Welling/ Carried Unanimously
2024 Year in Review	A 2024 Year in Review PowerPoint was shared with the Board. Fred Hebblewhite and United Way staff shared 2024 updates and information from each of their programs, initiatives, and focus areas. Fred Hebblewhite thanked the board and staff for their hard work in making this an incredibly successful year.	
Community Impact	<p><u>New Projects in 2025</u></p> <p>Tina Peters presented</p> <ol style="list-style-type: none"> 1.) Creating a Community Diaper Bank. 2.) Developing a Rental Assistance Program. 	
Communication Committee	<p><u>Communication Committee Minutes of 1/9/2025</u></p> <p>Terri Marki presented</p> <ul style="list-style-type: none"> • Welcomed two new members: Beth Sekerka & Kate Budd. • Discussed Recognition Dinner ideas. • Brainstormed how to engage younger donors. • Discover Media Works will be doing our 2025 Campaign Video. <p>Hannah Hetland informed the Board that Discover Media Works is owned by Discover Wisconsin. They will run 2-4 commercials during Discover Wisconsin, which will give us statewide recognition. This is a gift in kind.</p>	
Resource Development	<p><u>Evening of Recognition (February 12, 2025)</u></p> <p>Kate Budd presented</p> <ul style="list-style-type: none"> • Invites will go out this week. • Will be held at the Food & Farm Exploration Center • Interviewing 2025 Drive Chairs. • Sponsorships available. <p>Laura Pfeil presented Suzanne Rathe with the 2024 Board President Award and Ariel Welling with the Tina Peters Award.</p>	

	<p>Laura also asked the Board for help in sending out Stevens Society thank you notes again this year. She asked that everyone choose people they know to make them more personable.</p> <p><u>Endowment Committee Minutes of 1/15/2025</u></p> <p>Justin Adamski presented</p> <ul style="list-style-type: none"> • Steven Thompson finalized the agreement with the Condo Association regarding The Circle of Hope. • An anonymous donor came forward that will basically fund the entire Circle of Hope project. 	
Other Business	<p>Stephany Nellessen Zeyadeh announced that the United Way of Portage County will be the non-profit of the game at the UWSP Men's basketball game on Wednesday, January 22nd at 7:00pm. She invited all Board members and their families to attend. Please contact her for free tickets.</p>	
Next Board Meeting	<p>Wednesday, April 16, 2025, at 4:00 p.m.</p>	
Adjourn	<p>London Cooper motioned to adjourn at 5:05 p.m.</p>	