



Meeting: United Way Board of Directors	Date: 4/17/25	Location: United Way Board Room	Start Time: 4:02 p.m.	End Time: 5:24 p.m.
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Presiding: London Cooper, 2025 Board President

Attendance: Justin Adamski, Craig Aittama, Kate Budd, Alexis Bushman, London Cooper, Shena Davis, Paula Erickson, Paul Gwidt, Jessica Hoerter, Todd Huspeni, Steve Kunst, Terri Marki, Alex Okray, Michelle Przybylski, Suzanne Rathe, Ross Rettler, Beth Sekerka, Steven Thompson, Ariel Welling, Elisha Williams

Staff Attendance: Fred Hebblewhite, Shelly Hanson, Katie Gilles, Hannah Hetland, Mae Nachman, Laura Pfeil

Absent: Vanessa Garcia-Bores, Cory Hirsbrunner, Patrick Johnson, Margarita Johnston, Joe Martino, Matt Paulus, Tina Peters, Andrew Halverson

Agenda Item	Discussion	Action Taken / Action Required
Call to Order	2025 board President London Cooper called the meeting to order at 4:02 p.m.	
Minutes	<p><u>Consent Agenda</u></p> <p>Board of Directors Minutes 1/15/25</p> <p>Executive Committee Minutes 3/12/25</p> <p>1.) Motion to approve consent agenda</p>	1.) Rettler / Bushman / Carried Unanimously
Guest Speaker	Sarah Agena, Community Engagement Coordinator at Noble Clinics, presented on Noble Clinics	
	<p><u>Treasurer's Report</u></p> <p>Craig Aittama presented</p>	

Committee Reports	<p>2025 January – March Budget vs Actual and Balance Sheet</p> <ul style="list-style-type: none"> • Running favorable to budget • Approximately \$20,000 of payables still remain • Net income: loss of \$113,000, was expected to be \$70,000, but not uncommon to be off <p>2.) Motion to approve Financials</p> <p>Approval transfer of 2024 Endowment Earnings to Emerging Needs</p> <ul style="list-style-type: none"> • Committee discussed Craig Aittama's suggestion to Finance Committee to allocate 5% of Endowment earnings to the Emerging Needs Fund, as these funds will not be directed toward the campaign, which has successfully met its goal • \$70,000 that was set aside for Emerging Needs for year has already been used <ul style="list-style-type: none"> ◦ \$40,000 ODC and \$30,000 CAP's Rental Assistance • Motion was approved by Finance Committee and Endowment Committee <p>3.) Motion to approve transfer of Endowment Funds to Emerging Needs</p> <p>Finance Committee Minutes 3/24/2025</p> <p>4.) Motion to approve Finance Committee minutes</p>	<p>2.) Williams / Sekerka / Carried Unanimously</p> <p>3.) Welling / Adamski / Carried Unanimously</p> <p>4.) Erickson / Marki / Carried Unanimously</p>
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<p>Committee Reports</p>	<p><u>Community Impact</u></p> <p>Suzanne Rathe presented</p> <p>Vision Council Minutes of 4/8/25</p> <ul style="list-style-type: none"> • Rental Assistance Program through CAP Services is up and running and has received first request for service • Otto Bremer Trust Grant has selected UWPC and five other WI United Way's as recipients of Community Responsive – leveraged grant fund <p>5.) Motion to approve designations to Waushara County</p> <p>6.) Motion to approve designations to Marquette County</p> <p>7.) Motion to approve Addition of the 4th Pillar / Focus Area: Community Resilience</p> <p>8.) Motion to approve Vision Council minutes</p> <p><u>Communications Committee</u></p> <p>Alexis Bushman presented</p> <p>Communications Minutes of 4/10/25 - informational</p> <ul style="list-style-type: none"> • Campaign theme is “Together We Can Build Stronger Communities, Brighter Futures” • UWPC has received the highest rating, a ‘Platinum Status’ on Candid, a national charity watchdog group • Discussed sweepstakes and marketing materials for 2025, in process 	<p>5.) Rettler / Przybylski / Carried Unanimously</p> <p>6.) Williams / Marki / Carried Unanimously</p> <p>7.) Welling / Huspeni / Carried Unanimously</p> <p>8.) Erickson / Bushman / Carried Unanimously</p>
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<p>Committee Reports</p>	<ul style="list-style-type: none"> • Discover Media Works will be doing the 2025 campaign video, expected to be done June 1 in time for pacesetter campaigns • UWPC continues to look for a marketing intern <p><u>Resource Development</u></p> <p>Laura Pfeil presented</p> <p>Laura informed the Board that new Campaign Drive Chairs are Brian, Anna and Sydney Pfannes; Doug & Nolan Ballweg; and Butch, Colleen and Mick Pomeroy. She also noted that there are approximately 95 Stevens Society Thank You Cards yet to be spoken for and asked the Board to consider helping finish them.</p> <p>Campaign Leadership Minutes of 4/15/25 - informational</p> <p>Endowment Committee Minutes of 4/16/25</p> <p>Justin Adamski presented</p> <p>9.) Motion to approve Endowment Committee minutes</p>	<p>9.) Rathe / Sekerka / Carried Unanimously</p>
<p>Other Business</p>	<p><u>Updated Bylaws</u></p> <p>Steven Thompson presented</p> <ul style="list-style-type: none"> • Discussed difference between a Member and a Director – based organization. UWPC is technically a member-based organization but are working to move to a director-based organization. 	

	<p>10.) Motion to approve moving forward with redline edits of the bylaws presented at the meeting to reflect language related updates requested/ required by current federal policy on diversity, equity and inclusion – for review and approval at next Board meeting.</p> <p><u>United Way Family Picnic</u></p> <ul style="list-style-type: none"> • Wednesday, May 28 4-6pm • Bring family and a dish to pass <p><u>Mental Health Resource Fundraiser</u></p> <ul style="list-style-type: none"> • Steve Martin is putting on a one man play called “Every Brilliant Thing” to raise money for Mental Health Resources, with proceeds going to United Way • The play will take place at Great Northern Distilling on May 30-31 at 7 p.m. • Go to: https://www.stevenspointarea.com/event/every-brilliant-thing/29703/ 	<p>10.) Thompson / Huspeni / Carried Unanimously</p>
Next Board Meeting	Wednesday, June 18, 2025, at 4:00pm	
Adjourn	Board President London Cooper motioned to adjourn at 5:24pm	