

Meeting: United Way Board of Directors	Date: 6/18/2025	Location: Peters Community Room	Start Time: 4:02 p.m.	End Time: 4:56 p.m.
---	------------------------	--	------------------------------	----------------------------

Presiding: London Cooper, 2025 Board President

Attendance: Justin Adamski, Craig Aittama, Kate Budd, Alexis Bushman, London Cooper, Shena Davis, Paula Erickson, Paul Gwidt, Andrew Halverson, Steve Kunst, Terri Marki, Matt Paulus, Michelle Przybylski, Suzanne Rathe, Ross Rettler, Steven Thompson, Ariel Welling

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

Absent: Vanessa Garcia-Bores, Cory Hirsbrunner, Jessica Hoerter, Todd Huspeni, Patrick Johnson, Joe Martino, Alex Okray, Tina Peters, Beth Sekerka, Elisha Williams

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	Board of Directors Minutes 4/16/2025 1.) Motion to approve board minutes	1.) Halverson / Budd / Carried Unanimously
Committee Reports	<u>Finance</u> 2025 Jan-May Budget vs Actual and Balance Sheet	

<p>Committee Reports</p>	<ul style="list-style-type: none">• We are under budget for campaign revenue compared with budget due to write offs of the 2023 campaign. For expenses, we are ahead of budget by about \$45,000. Overall, we have a net loss of about \$38,000 and under budget of \$80,000. Craig discussed the balance sheet and stated we have about \$7.6M in cash and we are strong in equity. <p>2.) Motion to approve financials</p> <p>Review 2024 Audit and Audit letters</p> <ul style="list-style-type: none">• We contracted with Hawkins Ash CPAs for our 2024 audit. Craig discussed some of the auditors’ suggestions that we may want to look into at some point: PTO policy wording to be changed for PTO payout when employee leaves at 160 hours, increasing the capitalization from \$250 to a higher amount, possibly \$1,000, staff time allocation and time study to be sure time is allocated correctly to the correct programs. Overall, Craig felt the auditors gave us a clean audit. <p>3.) Motion to approve audit and audit letters</p> <p>Finance Committee Minutes 6/16/2025</p> <p>Finance Committee members feel that our United Way has fulfilled its financial obligation to pay back its self-imposed building loan with the application of PPP and ERC credits which exceed the remaining loan amount. The intent from the</p>	<p>2.) Rettler / Adamski / Carried unanimously</p> <p>3.) Kunst / Budd / Carried unanimously</p>
--------------------------	---	--

<p>Committee Reports</p>	<p>start was to avoid using annual campaign donor dollars for the building loan – this has been realized.</p> <p>4.) Motion to approve fulfillment of the loan commitment for the building</p> <p>5.) Motion to approve Finance Committee Minutes</p> <p>2025 Reserve Policy</p> <ul style="list-style-type: none">• Craig stated committee is still reviewing the Reserve Policy and will revisit it at their September 15, 2025, Finance meeting<ul style="list-style-type: none">○ Action moved to September 17 Board Meeting <p><u>Community Impact</u></p> <p>Vision Council Minutes 6/10/2025</p> <ul style="list-style-type: none">• There is a slight error on the Vision Council Minutes – Dan M did not attend the meeting• Childcaring Inc. requested funding of \$9,700 to support the Portage County Early Learning and Care Coalition by providing administrative support, raising dollars to create a “pool” of funds to support needs of childcare providers and families in need of care.<ul style="list-style-type: none">○ With funding from this Emerging Needs Request, Childcaring Inc. staff will provide 10 hours of support time per week for six months to maintain and expand the work of the Early Learning and Care Coalition.	<p>4.) Budd / Welling / Carried unanimously</p> <p>5.) Rettler / Adamski / Carried unanimously</p>
--------------------------	---	--

<p>Committee Reports</p>	<ul style="list-style-type: none">○ The primary objective of this position is to develop sustainable funding strategies.○ Staff person will be part of the Childcaring Inc. team and 10 hours per week will be focused on the coalition’s work.○ United Way would be financially supporting the position through the end of 2025.○ Childcaring Inc. is applying to the Community Foundation for a Visionary Grant this fall to support this position into 2026 and beyond. <p>6.) Action to approve Emerging Needs \$9,700 to Childcaring</p> <ul style="list-style-type: none">● New impact area called Community Resilience. The Vision Council is developing an impact statement and categories but haven’t finalized them yet.● Diaper Bank Updates:<ul style="list-style-type: none">○ We have worked with Community Thrift Store (CTS) to ensure we have adequate insurance coverage for the Diaper Bank.○ Steel King has offered to donate racking for the warehousing of diapers at the diaper bank. They have toured the site and are making recommendations for storage racks.○ The annual Diaper Drive is going very well, and we are seeing large quantities of diapers and contributions coming in.	<p>6.) Przybylski / Rathe / Carried Unanimously</p>
--------------------------	--	---

<p>Committee Reports</p>	<ul style="list-style-type: none">• We Submitted our first draft spreadsheet for the Otto Bremmer Trust Grant. We expect to hear back from the OBT trustees in late August/ Early September.• Working in conjunction with the Digital Navigator who is in Stevens Point on Thursdays for the Techquity Grant; the refurbished laptops are starting to be distributed out into the community.• Some programs may have funding reductions due to executive orders – we continue to keep close watch on any changes <p>7.) Motion to approve Vision Council Minutes</p> <p><u>Communications (informational)</u></p> <ul style="list-style-type: none">• This year’s theme: <i>Together We Can Build: Stronger Communities. Brighter Futures.</i>• Video is out earlier than ever, and pacesetter campaigns will be able to use it during their campaigns<ul style="list-style-type: none">○ Showed video to Board Members○ Discover Mediaworks is working with Discover WI to show shorter versions of the video in commercial time slots through September throughout Wisconsin• Mada orders are out if anyone wants to order United Way apparel. This is not a fundraiser, just an opportunity for people to buy United Way merch for their work campaigns. The online order link closes July 28 and orders will be	<p>7.) Welling / Bushman / Carried unanimously</p>
--------------------------	---	--

<p>Committee Reports</p>	<p>shipped two weeks after the closing date. Option for free pickup at United Way office.</p> <p><u>Resource Development</u></p> <ul style="list-style-type: none">• Kickoff is August 7 at Pfiffner at the Levitt Amp Concert Series. We're still looking for additional sponsor(s).• Extra prize of \$1,000 or more has been added to the sweepstakes this year (11 instead of 10) <p>Campaign Leadership Minutes 6/3/2025</p> <ul style="list-style-type: none">• Drive Chair Committee set goal for \$3.3M <p>8.) Motion to approve campaign goal</p> <ul style="list-style-type: none">• Stevens Society thank you notes are completed for the 2024 campaign.• Increase this year in Leadership Match Step-Up Challenge from \$25,000 to \$40,000 from Delta Dental, International Bank of Amherst, and Ki Mobility <p>Endowment - United Circle of Hope Update</p> <ul style="list-style-type: none">• The project is nearly finished; all that's left is to receive and install the sign and plant the flowers.• Alchemy Concrete is also planning on coming back within the next week or so to etch our logo into the center.• The project is currently under budget from the \$25,000 anonymous donation received toward it - this will allow for money saved toward maintenance and additional name plates down the road.	<p>8.) Adamski / Budd / Carried unanimously</p>
--------------------------	--	---

	<ul style="list-style-type: none"> • Once the project is complete, we are planning to hold a ribbon cutting - more information to come • Not Circle of Hope related but Endowment related: We are currently at 25 Letters of Intent for United Way • If anyone would like to discuss United Way's Endowment or more information about getting a name in the Circle of Hope site, please contact Katie. • Big thank you to Rettlers for helping design the Circle of Hope and for their willingness to stick with the project through numerous twists and turns 	
Staff Reports	<ul style="list-style-type: none"> • Interns started early June <ul style="list-style-type: none"> ○ Chiadoua (Chia) Vang (Senior at UWSP, Marketing and Vol. Center) and Maggie Hahn (La Crosse graduate, went to Pacelli, short, 8-week marketing internship to gain experience) • Stephanie James is on leave of absence 	
	<p><u>United Way Worldwide Membership</u></p> <ul style="list-style-type: none"> • Committee went through “no” responses in membership survey • It is likely these answers will be reviewed at a future board meeting <p>9.) Motion to accept any “no” responses to complete membership cert. Responses</p>	9.) Welling / Bushman / Carried unanimously

<p>Other Business</p>	<p>Member Update: Margarita Johnston has relocated to FL and is no longer serving on the Board (Informational)</p> <ul style="list-style-type: none"> Working with Marshfield Clinic for additional board representation from Marshfield Clinic <p>Diaper Bank Update</p> <ul style="list-style-type: none"> Board discussed allowing to consider staff member Stephany Nellessen-Zeyadeh's father's business, Nelless Improvements, LLC., as a general contractor for the Diaper Bank. Board approved. The thought process for this decision is that the project is fairly small and, since timing is key, it appears that he would be able to fit it in to accommodate our fairly tight timeframe. <p>Bylaws and Articles are being held off until the September meeting so they can be redlined to make adjustments to specific language regarding DEI updates</p>	
<p>Next Board Meeting</p>	<p>Next Board Meeting: Wednesday, September 17, 2025</p>	
<p>Adjourn</p>	<p>Board President London Cooper motioned to adjourn at 4:56pm</p>	