



**Board of Advisors Agenda  
Breeze Inn, Seward, AK  
Wednesday, January 15, 2018- 6:00 PM**

Kim Reiersen	President	
Patricia Linville	Vice President	
Phyllis Shoemaker	Secretary	
Melody Hatch	Treasurer	
Carole Tallman	Advisor	
Karen Sefton	Advisor	
Cindy Clock	Advisor	
Rodger Painter	Advisor	
Emily Wezenberg	Advisor	
Allison Fong	Program Manager	

- A. Call to Order
- B. Mission Connect
- C. Approve Agenda
- D. Business Session
  - a. Approve December 20, 2017 minutes
  - b. Donations/Treasurer's Report—Melody
    - i. Fundraising Status (written report attached)
  - c. Grant Team Update—Patty
    - i. Mini grant proposals
      - 1. Dynamic Drum Circle for Life – Seward Senior Center
      - 2. Furniture for PASSAGES transitional housing program - SeaView Community Services
      - 3. Diabetes Prevention Program: Take Care of Your Diabetes conference – Wellness for All
      - 4. Lemonade Day Alaska 2018 – Lemonade Day Alaska
  - d. Program Manager Report—Allison (written report attached)
  - e. Grant \$ Announcement Luncheon – Kim
  - f. Slate of Officers Election
    - i. Nominations:
      - 1. President – Kim Reiersen
      - 2. Vice President – Patty Linville
      - 3. Secretary – Phyllis Shoemaker
      - 4. Treasurer – Melody Spangler-Hatch
  - g. Team Assignments and Leads
    - i. **Executive Team** is made up of President, VP, Secretary and Treasurer.
    - ii. Program Manager may be included in meetings.
    - iii. **Community Investment** (Grant) Team
    - iv. **Fundraising** (Development) Team
    - v. **Community Outreach** (Communications) Team
  - h. 2018 SCF Calendar
  - i. PCG Promotion March 1, 2018
  - j. ACF April Convening of Affiliates in Juneau (April 4-5)
- E. Other Business
- F. Comments
- G. Adjourn

Next Meeting Date: Tuesday, February 13, 2018 @ 6pm, Breeze Inn



# Seward Community Foundation

*An Affiliate of The Alaska Community Foundation*

***Draft***  
**Board of Advisors Meeting Minutes**  
**Breeze Inn, Seward**  
**December 20, 2017 – 6:00 PM**

Patricia Linville	President	x
John Eavis	Vice President	Call in
Teri Arnold	Secretary	
Melody Hatch	Treasurer	x
Phyllis Shoemaker	Advisor	x
Amy Haddow	Advisor	
Carole Tallman	Advisor	
Karen Sefton	Advisor	x
Cindy Clock	Advisor	x
Kim Reiersen	Advisor	x
Rodger Painter	Advisor	
Emily Wezenberg	Advisor	
Allison Fong	Program Manager	x

**Documents available prior to the meeting:** From Allison: Board Packet including - Agenda, Draft minutes 11-15-2017 SCF meeting, Program Manager Board Report December 2017, SCF Fundraising Plan and Current Status, and Mini grants for review.

**A. Call to Order**

Patty called the meeting to order at 6:03 PM.

**B. Approve Agenda**

Melody moved to approve the agenda. Kim seconded the motion. **All in favor – PASSED.**

**C. Business Session**

**a. Approve November 15, 2017 Minutes**

A motion was made by Kim to approve the minutes as written. Phyllis seconded. **All in favor – PASSED.**

**b. Donations/Treasurer’s Report – Melody**

Please see the attached report provided by Melody.

**c. Grant Team Update – John**

John reminded us that the 2017 budget year has been closed out so all funds approved will come out of 2018 funds. There was \$6,019 left in the mini-grant budget for 2017

which will roll over to 2018. In 2017 the SCF made 20 Mini Grants for a total of \$17,981 plus 4 grants totaling \$5000 with funds provided by ACF for a total of \$22,981. SCF made grants totaling \$114,913 during our Annual Cycle Grant Program. Total SCF grant making in 2017 is \$137,849.

There are 3 new mini-grants to consider this month, as well as one left over from our November meeting.

1. Qutekcak Elders Fall Protection Program – The Board felt this was a valuable program. After discussion regarding the cost of good ice cleats which are relatively easy to put on and take off Kim moved to approve this request. Karen seconded the motion. Melody abstained from voting because her husband is on the board of Qutekcak. The remaining advisors in attendance **approved the request for \$1000 – PASSED.**
2. Seward Arts Council Movie Series – The Board liked the strategy of using free movie tickets as incentive or reward for positive behaviors. After discussion Kim moved to approve the request. Melody seconded the motion. **All advisors were in favor of the \$1000 request for free movie tickets. PASSED.**
  - 2a. Last month a Seward Elementary School teacher requested funds to take her class to Anchorage to see movie about bullying. John talked to her and Dave Paperman who organizes the Seward Movie Series. Dave would like to bring that movie to Seward and offered to do a special showing during school hours at the Elementary School. Cindy moved that the Board add an additional \$500 to the Seward Arts Council Movie Series grant to help cover the cost of bringing this movie to Seward. Karen seconded the motion. **All in favor – PASSED. (This increases the grant approved above to \$1500).**
3. Wellness For All – Healthy Meals Program – There was some concern that this grant only directly benefits 6 – 8 people. It was pointed out that the participants would also be preparing meals for families and perhaps discussing what they learned with friends and neighbors. The board liked the hands-on approach. Kim moved to approve this grant request for **\$1000**. Melody seconded the motion. **All in favor – PASSED.**

Patty and John told the Board about a letter received from Jenn Haugh requesting an extension for getting the Schoolyard Habitat Project going, due to family illness which necessitated her being out of state for a while. The Board agreed with Patty and John that an extension should be granted.

Some board members expresses a desire to see the grant reports that are submitted by grantees. Allison will check to see how this can be done.

Kim brought up the fact that grantees should be recognizing SCF grants received, especially at public events supported by SCF. She was disappointed to not see any mention of SCF at the Community Holiday Party at ASLC, since there were over 500 people there and it would have been good exposure for SCF and good for donors to know what some of their donations were supporting. It was suggested that next year we have a table with SCF information and donation envelopes available at the Holiday Party.

SCF received a letter from He Will Provide food bank requesting \$2000. John had talked with the director and encouraged him to apply for a grant due to the high number of people being served. Cindy moved to **proactively grant \$2000** to the food bank. John seconded the motion. **All in Favor – PASSED.**

The entire board expressed gratitude to John for all he has done as the grant team leader the past several years. We will miss his dedication and leadership.

**d. Program Manager Report – Allison**

The Executive Committee approved 10 addition hours for Allison this year so she could assist with the end of year appeal. She sent emails to every business in Seward asking for donations to the SCF Operating Endowment. Allison will let the Board know the name of the person at each business the appeal was sent to.

Allison notified the Board that ACF will again be providing \$5000 to SCF in 2018. We can use these funds in any way. (Last year the extra funds had to go toward grants.)

Kim asked Allison what she thought of her work load now that nearly a year has passed since she began. Allison thinks her work load is reasonable. This year she spent a lot of time getting acquainted with the grants and granting process, as well as the Strategic Planning Session. Those won't take as much time next year so she probably won't need extra hours. She is open to suggestions of what she should be spending more or less time on and likes to get feedback. Everyone should feel free to speak up.

**e. Community Outreach plan for January Grant Announcement – Kim**

The event will be a lunch at the Breeze Inn on January 25 from 11:30 to 1:30 for representatives of area non-profit organizations. The Breeze Inn will cater lunch for \$12 per person plus gratuity. Allison will send out email invitations asking folks to RSVP after the first of the year. The goal is for people to better understand the grant application and reporting process and for SCF to learn what area non-profits need to better fulfill their missions. How can SCF help? What types of training or education would be useful? Are there areas where non-profits with similar goals can collaborate? Allison will facilitate the discussion. As an incentive to attend (besides the free lunch!) people will be asked to guess the amount SCF will have available to grant in 2018. The person whose guess is closest to the actual amount will receive a \$1000 grant for their organization. Phyllis moved that the Board approve a budget not to exceed \$500 for this event. Kim seconded the motion. **All in favor – PASSED.**

Cindy will provide a flip chart for the event. Allison will provide an easel. Kim will do the Welcome and Introduction of SCF. Carole will reveal the amount available for grants in 2018 and announce the winner of the \$1000 mini-grant.

**f. Nominations for January meeting election of officers – Patty**

President – Kim

Vice President – Patty

Secretary – Phyllis

(Melody is willing to continue on as Treasurer until things slow down a bit. Doesn't think January would be a good time to switch.)

Patty reminded everyone to consider what teams they would like to be on next year.

John, Teri and Amy are going off the board. Mike Cooney from Moose Pass and Mark Hendsbee from Seward have expressed interest in possibly joining the board.

**D. Other Business**

John reminded the Board that the funds approved tonight will come out of 2018 funds. ACF has estimated that the amount available to grant in 2018 will be less than was available in 2017.

**E. Comments**

**Cindy** – has been organizing SCF supplies stored at the Chamber. Found the boxes of brochures. Thought they should be put out in the community so distributed a few to each board member present. Her staff at the Chamber will also help distribute the rack cards around town. Suggested each board member have a folder with SCF information and contact information. Suggested we make contact with Edward Jones office and local lawyer.

**Kim** – Remembered that Patty took over as President when Kim stepped down, now she is taking over for Patty. Looking forward to next year.

**Karen** – Will miss everyone who is leaving.

**Phyllis** – Ditto Karen's comment

**Allison** – Thanks everyone for an awesome year.

**Patty** – Enjoyed being President.

**John** – Thank you everyone. Let me know if I can do anything to help in the future.

**Melody** – Thank you, Patty, for hosting the Holiday gathering. Will be gone for about a month so will miss the February meeting. Need someone to send checks to ACF and write thank you notes.

Patty will also be gone for the February meeting. Should we reschedule it? Will discuss in January.

Phyllis will let Breeze in know our meeting schedule.

**H. Adjourn**

Meeting was adjourned at 7:46 PM.

**Next meeting:** January 17, 2018, 6 PM at Breeze Inn.

## Seward Community Foundation Fundraising Plan and Current Status of Funds

updated 1/14/2017

### SCF MATCH/OPERATING ENDOWMENT PLAN

#### Fundraising Goals: [APPROVED BY SCF ADVISORY BOARD ON 6/21/17]

- 2017: Raise \$40,000 for endowed gifts and raise \$15K for operating endowment
- 2018: Raise \$20,000 for endowed gifts and raise \$15K for operating endowment
- 2019: Raise \$20,000 for endowed gifts and raise \$15K for operating endowment
- 2020: Raise \$20,000 for endowed gifts and raise \$15K for operating endowment
- Additionally, once the \$100,000 is raised, SCF will raise the bonus match of \$25K

#### Action Plan:

1. SCF will work with local businesses utilizing matching challenge from Rasmuson to create employee giving programs and encourage donations from owner/operators.
2. SCF will increase Pick Click Give donations by advertising during PFD application season.
3. SCF will increase outreach efforts and invest more in general public relations, announcing the challenge match from Rasmuson and seeking new donors.

### CURRENT SCF FUND SUMMARY

Fund Name	Fund Balance	2017	2017 Goal*	Variance**	4-yr Target***
<b>Endowed Funds (Match Eligible)</b>	<b>\$ 2,947,148</b>	<b>\$ 54,463</b>	<b>\$ 40,000</b>	<b>\$ 14,463</b>	<b>\$ 100,000</b>
City of Seward Unrestricted Fund	\$ 8,133	\$ 200			
Dieter Family Endowment Fund for the Prevention of Domestic Violence and Teen Suicide	\$ 55,626	\$ 25,000			
Frank Dieckgraeff Memorial Fund for Seward Seniors	\$ 19,840	\$ -			
Kaanta Community Fund for the Beautification of Seward	\$ 130,360	\$ -			
Larson Family Fund of the Seward Community Foundation	\$ 11,152	\$ 600			
Margaret A. Anderson Fund of the Seward Community Foundation	\$ 27,953	\$ 200			
Paul and Sharon Ruppel Fund of The Seward Community Foundation	\$ 18,948	\$ 2,879			
Seward Community Foundation Fund	\$ 2,662,903	\$ 25,434			
Seward Wellness Fund of the Seward Community Foundation	\$ 12,233	\$ 151			
<b>Operating Endowment</b>	<b>\$ 33,135</b>	<b>\$ 12,350</b>	<b>\$ 15,000</b>	<b>\$ (2,650)</b>	<b>\$ 60,000</b>
Seward Community Foundation Operating Endowment Fund	\$ 33,135	\$ 12,350	\$ 15,000		\$ 60,000
<b>Non-endowed Funds (Not Match Eligible)</b>	<b>\$ 26,312</b>	<b>\$ 16,499</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
Seward Affiliate Operating Fund	\$ 16,872	\$ 7,000			
Seward International Friendship Assoc. Sister City Exchange Fund	\$ 9,440	\$ 9,499			
<b>Grand Total</b>	<b>\$ 3,006,595</b>	<b>\$ 83,313</b>	<b>\$ 55,000</b>	<b>\$ 11,813</b>	<b>\$ 160,000</b>

\* Must meet annual goal in order to receive matching funds

\*\* Any amount raised above the annual goal will roll-over towards the next year's match

\*\*\*The match to SCF's Endowment Fund is a 1:1 match of up to \$100,000 and is only available during these four years (January 1, 2017- December 31, 2020). A bonus of \$25,000 is available after the \$100,000 match is raised. This is a 1:1 match of up to \$25,000. Once the additional \$25,000 is raised by an Affiliate, the Affiliate Advisory Board may decide how best to utilize the unrestricted funds.

Note: The following amount is included in the Fund Balance for SCF Fund, but not eligible for the match.

\$ 5,200



### Time Utilization

- 2018 began anew with 300 hours! As of 1/14/2018 I have worked, 12 hours.

### Active Project Updates:

1. ACF Liaison: Ongoing Activity. Current Topics include: Rasmuson Match Incentive/fundraising plan, Mar/Comm support, Pick.Click.Give. support and donor database solutions.
2. Manage SCF Email: Monitored regularly.
3. Marketing and Communications: Ongoing Activity. Regular web posts include: Grantee Highlights, Sharing of Relevant Facebook posts, and Blog Posts on topics of interest. Other projects are detailed below.
4. Website/ Facebook Management: Remember to “like” and “share” SCF posts on Facebook.
5. Board Support/Regular Board Reports: in 2017, we raised \$54,463 toward our Endowed Fund. Because we exceeded our 2017 goal, \$14,463 will roll-over toward our 2018 goal. Our total endowment is \$2.95m. Toward the Endowed Operating Fund, we raised \$12,350 (**\$2,650 short of our goal**). Our total op endowment is \$33.1K.
6. Support 2018 Grant Process: Respond to inquiries from grant applicants and grant recipients, especially while Patty is out of the state.
7. Annual Plan / Strategic Plan: The Board approved the strategic plan at the November Board Meeting. The prioritized short-term goals are: 1) Engage Donors and potential donors (including businesses) in mission opportunities to reach \$3.5m in unrestricted endowment by 2021; 2) Focus on estate and asset gift donors to secure 2-3 legacy gifts per year starting in 2018. Next steps are for committees to flesh out the 2018 actions to achieve the goals.
8. Donor Development/Fundraising Support: End of year appeals were sent.
9. 2018 Grant Announcement Event: Event is scheduled for January 25.
10. Pick.Click.Give: PCG promotion is in full swing, including posters shared around town, posts on Facebook, and a banner that I will hang at the Lagoon. Next steps are to plan for PCG Day on March 1.

### Completed Projects since last Board Meeting:

- End of year appeal and Operating Endowment Appeal
- Advisory Board List Finalized

### Future Projects:

- Develop Calendar of Events: Create a calendar that includes SCF Events and Activities, including timing of newsletter, fundraising activities, strategic plan development
- Organize and manage working files for Board: “Active Documents” Site (aka SharePoint) is available. I will migrate files from other sources as my time allows. John Eavis will send me a jump drive of his files.

### Announcements/Other information

- Additional \$5K from ACF in 2018 can be used for operating fund, grant making, or additional program manager hours

### Action Requests for Board:

- RSVP to the Grant Luncheon.
- Increase our Facebook Presence:
  - “Like” our Facebook page and invite your friends to “Like” and follow us on Facebook
  - Share our Facebook posts on your personal pages



**PROGRAM MANAGER BOARD REPORT JANUARY 2018**

**Time Utilization Snapshot as of 1/14/18**

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Remaining (300/yr)	Remaining (avg/mo)
12												12	288	25.04

**2018 Project List and Priorities**

#	Project	Description / Scope	Time Est.
1	<b>ACF Liaison</b>	Follow-up on “promises,” maintain two-way communication of ACF and SCF activities and priorities. Participate in annual Affiliate convening and training opportunities in partnership with ACF*	<b>Ongoing</b> 6 hrs / mo
2	<b>Manage SCF Email and Voicemail</b>	Regularly check SCF email and voicemail. Delegate responses as appropriate to Board members and ACF	<b>Ongoing</b> 45min/wk
3	<b>Marketing and Communications</b>	Oversee the marketing and communications needs of SCF (i.e. create newsletters, thank you cards, Power Point presentations, printing support, PR). * Specific projects listed below	<b>Ongoing</b> 3+ hrs/mo
4	<b>Website/ Facebook Management</b>	Ensure website and Facebook remains up-to-date, including Living Treasures, Memorial Contributions, News, and sharing FB content	<b>Ongoing</b> 3hrs / mo
5	<b>Weekly Grantee Highlights</b>	In collaboration with Mar/Comm Committee – write and post weekly articles/blog posts about the great things local nonprofits are doing in our communities and how SCF supports them	<b>Ongoing</b> 2 hrs / mo
6	<b>Board Support</b>	Provides support for the planning and execution of Advisory Board meetings. * Includes completion of regular board reports	<b>Ongoing</b> 4 hrs / mo
7	<b>Support Grant process</b>	Provide technical assistance to grantees and applicants*.	<b>Active</b> TBD
8	<b>Annual Plan / Strategic Plan</b>	Oversee the annual planning process and work with the Advisory Board members in scheduling meetings and events. *	<b>Active</b> 25 hours
9	<b>Support Fundraising/ Donor Development</b>	Provide support for donor relations and donor stewardship for SCF. * Need to determine scope of support needed by the board, including how best to engage with Pick, Click, Give activities	<b>Active</b>
10	<b>2018 Grant Announcement Event</b>	Support Community Outreach Team with event; facilitate discussion with attendees.	<b>Active</b> 10 hrs
11	<b>Develop Calendar of Events</b>	Create a calendar that includes SCF Events and Activities, including timing of newsletter, fundraising activities, strategic plan development	4 hrs
12	<b>Donor/Grant List</b>	Provide database management; maintain grant and donor lists*	12 hrs
13	<b>Update SCF “Road show”</b>	The road show is a consistent presentation that allows board members to share information about SCF with other groups in Seward. Scope: Create and maintain a “road-show-in-a-box”. Work with Patty to identify businesses/organizations and schedule presentations.	10 hrs

**2018 Completed Projects:**

Project	Description / Scope	Time Est.
<b>Local Nonprofit List</b>	Create and manage the list of Seward nonprofits	1 hr
<b>Manage Board List</b>	Ensure we have a list of current and past board members that includes contact information, and board terms	3 hrs
<b>Organize and manage working files for Board</b>	Find solution for a common site for active “working” files of the board. Understand needs. Move files from google docs to new site.	6 hrs





## **PROGRAM MANAGER BOARD REPORT JANUARY 2018**

### **Goals of Affiliate Program:**

- Increase individual philanthropy among Alaskans.
- Encourage local leadership to identify problems and invest in solutions in their communities.
- Grow permanent charitable assets in Alaska to create sustaining sources of revenue and support for valued Alaska nonprofit services.

### **Current List of ACF “Promises” and “Requests”:**

- Social media policies – *Request for info sent*
- Donor Database, with information shared across ACF
- Timely updates when donations are received

### **Essential Functions/Roles & Responsibilities of the Program Manager (including, not limited to):**

1. Provides support for the planning and execution of Advisory Board meetings (i.e. agendas, meeting minutes, and scheduling).
2. Oversees the marketing and communications needs of SCF (i.e. create newsletters, thank you cards, Power Point presentations, printing support, PR). Manage web and social media platforms for SCF and maintain photo catalogue.
3. Provide support for donor relations and donor stewardship for SCF.
4. Provide support for the annual planning process and work with the Advisory Board members in scheduling meetings and events.
5. Provide technical assistance to grantees and applicants.
6. Participate in the annual Affiliate Convening and participation in Affiliate training opportunities in partnership with ACF.

## Seward Community Foundation Current Board Terms

	First	Last	Begin Date	1st Term Expires	2nd Term Expires	Executive Team				Committee Roles		
						Chair	Vice Chair	Secretary	Treasurer	Community Investment	Fundraising	Community Outreach
1	Cindy	Clock	1/1/2016	12/31/2018								
2	Patty	Linville	1/1/2014	12/31/2016	12/31/2019	2015-2017	2018		2013-14			
3	Rodger	Painter	1/1/2017	12/31/2019								
4	Kim	Reiersen	1/1/2017	12/31/2019		2012-14; 2018						
5	Karen	Sefton	1/1/2016	12/31/2018								
6	Phyllis	Shoemaker	5/21/2014	12/31/2016	12/31/2018		2018					
7	Melody	Spangler-Hatch	1/1/2014	12/31/2016	12/31/2018				2014-2018			
8	Carole	Tallman	1/1/2015	12/31/2017	12/31/2019							
9	Emily	Wezenberg	1/1/2017	12/31/2019								

### Summary

9 Total Advisors  
 2 Advisors terming off in 2018  
 2 Advisors' first terms expiring

Team Responsibilities:	Board development	Manage grant process	Monitor fundraising goals	Communications
	Board Recruitment	Monitor community need	Support Board in fundraising	Coordinate events
	Provide guidance and council for the Affiliate as a whole	Proactive convenings to address community need	Donor development	Coordinate community education

### Board Term Rules

Number of Advisors can be between 7 and 15  
 Advisors can serve two 3-year terms, and can be reelected after out of office one year  
 In the case of an advisor originally elected to a term of less than three years, the two-term rule does not apply

## 2018 SCF Calendar

- January 17 Board Meeting – New Officers/Teams, Calendar, Grant Cycle  
Breeze Inn – 6pm
- January 25 Event: Grant \$ Announcement Luncheon, Breeze Inn 11:30am – 1:30pm
- February 13 Board Meeting, Breeze Inn - 6pm
- March 21 Board Meeting – Grant Evaluations & Decisions/Event Planning  
Breeze Inn – 6pm
- April 4-5 ACF Affiliate Meeting - Juneau
- April 18 Board Meeting – Event Planning, Breeze Inn – 6pm
- May 3 Event: Donor Appreciation and Grant Awards – Location TBD
- May 23 Board Meeting, Moose Pass – 6pm
- June 20 Board Meeting, Breeze Inn – 6pm
- July 18 Board Meeting, Breeze Inn – 6pm
- August 22 Board Meeting, Breeze Inn – 6pm
- Sept. 7 Annual SCF Potluck for Sitting Board Location TBD
- Sept. 19 Board Meeting, Breeze Inn – 6pm
- October 17 Board Meeting, Breeze Inn – 6pm
- Nov. 21 Board Meeting, Breeze Inn – 6pm  
Plan Christmas Get Together for past and current Board members
- Dec. 19 Board Meeting, Breeze Inn – 6pm

\* Please check meeting locations as they are subject to change.