**BOARD OF DIRECTORS MEETING MINUTES**

**December 7, 2023 – 10:00 AM – 1:30 PM**

**United Way of the Capital Region, 2235 Millenium Way, Enola, PA 17025**

<https://us06web.zoom.us/j/85398981182?pwd=UGs2alFlbkp0UkdUazAxMzBtYmtYZz09>

**BOARD MEMBERS IN ATTENDANCE**

Andy Dessel Christopher Saello Mai Miksic Will Price

Beck Moore Gayle Young Marissa Christie Adrienne Mael

Greg Moreland Michael Albert Karen Myers Angela Ferritto

Brooke Smith Joan Smith-Reese Neil DiBiase Ron Frick

Carrie Amann Lynette Praster Steve Catanese Tim Fatzinger

Michael Tukeva Ben Eison Kate Houstoun Steve Catanese

**PA 211 Board Representative**

Joanne Troutman

**ABSENT**

Jennifer Reis Serina Gaston Pedro Romero Dan LaVallee

Judy Schwank Lynda Culver

**UWP STAFF**

Kristen Rotz Kim Amsler Ivan Ruiz-Swartz Mercer Buckner

Katie Kerr Phil Falvo

1. **Call to order** Michael Albert

Chair Michael called the meeting to order at 10:09 a.m.

**II. Mission Moment**

The board members acknowledged the new members and the election of the new committee that will take place after the Board of Directors meeting. Board members shared examples of how UWP-local United Way ALICE partnerships are making an impact in their individual work outside of the board.

1. **Approve Minutes of September 14, 2023, board meeting** (attachment in materials)  Michael Albert

Michael Albert presented the minutes of the September 14, 2023, board meeting, and asked if anyone had any questions or edits. Will Price moved to approve the minutes with this edit, and Lynette Praster seconded. The motion carried and was approved unanimously.

1. **Committee Reports**
2. **Diversity, Equity, and Inclusion Committee** Pedro Romero

Discussion item: Training for 2024

Discussion item: DEI Onboarding Support for new LUW Staff

Michael Tukeva reported on the DEI training, suggesting that shorter training sessions would be beneficial, and he mentioned that they plan to make it available. Afterward, he asked if he could address any questions. During the discussion, someone brought up United Way World Wide’s initiative to use LinkedIn Learning for training new staff and board members, and the possibility that this will include DEI-related training content.

1. **Nominating and Governance Committee** Lynette Praster

Discussion item: Board Leadership Pipeline Continuity, Development and Committee Membership

Lynette Praster welcomed the new members to the board. She shared that the committee has advanced some ideas to create a leadership pipeline for the board of directors. There was a new board member orientation in November lead by Rotz, Dessel and Frick. Praster also notified the board that all of UWP’s key documents and policies are available on the secure board member web page, and have been updated to the most current versions.

**Finance and Revenue Enchantement** Marissa Christie

Action item: October 2023 Financials

Action item: Proposed 2024 UWP/PA 211 Budget (Budget Spreadsheet and Budget Narrative and Anticipated Grant Revenue)

Discussion item: Operating Reserve balance (Operating Reserve Policy and Operating Budget)

Christie reviewed the October 2023 financials. The total revenue for 2023 year to date amounted to $5.3 million, with a total expenditure of $6 million. However, the extra spending is from restricted revenue received in prior years. Notably, $4 million in PA 211 state funding support was received in 2022. and the spending in excess of budget is driven by an acceleration to provide regional PA 211 grants. The receivables from the dues appear to be in good shape. She noted that the contract for the next PA 211 appropriation is not in progress yet, and DHS said they will not initiate it until the Fiscal Code is completed. Although funds will not be received until 2024, there is no anticipated negative impact on budgeting or cash flow as long as they are received within the second quarter of 2024. Board members asked questions to understand how UWP’s financials are structured, combined with PA 211 and how reports are presented or could be adapted in the future to tell a clearer picture of each organization’s financial standing. There was also discussion about focusing on diversified revenue opportunities for PA 211, and how to make our best case to overcome the difficulty of getting additional state funding support from the General Assembly.

Steve Catanese moved to approve the October 2023 financials, and Will Price seconded. The motion carried and was approved unanimously.

Christie brought up the 2024 budget for a board vote. She described the revenue picture for 2024, explaining that the funding included in this budget is already secured or likely to be secured, and noted that for some grants that have not yet been approved, they are largely programmatic expenses which would be cut back, but could also reduce administrative dollars that help pay for operational costs. The budget banks on retaining current UWP members, and has a revenue target for ALICE Council of Partners which is new for the 2024 budget. She noted that this budget spends down the remainder of the $4 million 211 appropriations, plus all the interest. The budget continues the current staff team, including a Director Finance position, which was budgeted in the 2023 budget, but there is a net increase of 2.5 FTEs versus the 2023 budget, as the UWP President/ VP of PA 211 position was split, and two new 211 positions were created. Narrative summary on the 2024 budget is included in the board materials.

Catanes made a motion, seconded by Will Price, to approve the 2024 UWP and PA 211 budget as presented. The motion passed unanimously.

Christie informed the board that Rotz updated the organization’s operating budget, which includes both UWP and PA 211, and the total expenses are about $1.2 million. The organization has over $1 million in unrestricted net assets, and the Finance has directed that $400,000 be added in a CD laddered with the existing board reserved fund in a CD to generate better return and formally shelter about 5 months of operating expenses for the organization.

D. **Public Policy** Jennifer Reis

Action item: Public Policy Priorities Update

Ben Eison shared that the public policy committee has approved an updated public policy priority agenda for 2024 and is asking the board to approve it. The agenda is included in the meeting materials. He described the key issues, explaining what newer initiatives are and what have been ongoing priorities for UWP. Tukeva made a motion to approve the public policy priorities, seconded by Praster, and the motion passed unanimously.

E. **Member Services** Will Price

Discussion item: 2024 UWP Conference

Discussion item: Update on Dues Review

Discussion item: 2024 Training and Networking Strategy

Member dues are currently under discussion for potential adjustments, but the Member Service and Finance committees are still evaluating this, and no changes will take place before January 1, 2025. The board will receive a proposal from the committees in the first half of 2024. Additionally, flex credits will no longer be available to local United Ways. Therefore, a decrease in conference attendance is anticipated in our conference planning and budgeting. UWP is creating opportunities to network outside of the conference, including through regional meetings and topically based cohorts. Price encouraged board members to attend the UWP Conference May 15 - 17, even if it is only for one day.

1. **ALICE Project and ALICE Council of Partners** Phil Falvo and Kim Amsler

Discussion item: Two Year Timeline

Discussion item: ALICE COP

We are currently evaluating a tool “Economic Viability Dashboard,” that encompasses all basic needs. The website was designed with decision-makers in mind, aiming to simplify the understanding of data and facilitate decision-making. The official launch is scheduled for February 1. Falvo gave an overview of the dashboard. UWP’s relationship with the ALICE project must be renewed with a two-year MOU. For the time-being, the pricing remains unchanged. An overview of the anticipated timeline for the deliverables was shared with the board, and staff shared that they recommend signing another two-year MOU. Catanes made that motion, which was seconded by Praster and passed unanimously.

Amsler reviewed the ALICE council of partners, the only other class of membership currently available to join UWP, We are providing individuals with the option to support ALICE in a manner that benefits their company or organization, with tiers for those who want to be involved in public policy advocacy, and those who do not. Membership tiers range from $5,000 per year, to $150 per year, with options for individual organizations as well as umbrella statewide organizations. It is a pathway for organizations to financially support ALICE work and to more closely align with our statewide impact goals.

The board provided feedback on pricing and benefits, and offered some feedback for staff to consider incorporating. The board has already approved this class of membership, so board member were asked to consider promoting the ALICE Council of Partners opportunity to their organization, and other partners who are aligned with the project.

1. **PA 211 Updates** Joanne Troutman

Troutman reported the CRM transition to VisionLink has been fully transferred and configured, and integration is being developed with other 211 systems like phones to reduce call handling time and increase referral accuracy. Conversations are ongoing about an AI policy to ensure data compliance and privacy. The chat translation tool has been successful, with 5,000 chat sessions since its inception.

1. **PA Navigate Resource and Referral Tool** Kristen Rotz and Emily Aubele

The PA Health Information Exchanges have contracted with a company called FindHelp/Aunt Bertha to provide a web-based resource and referral tool, which would facilitate data sharing between the social care sector and the healthcare sector. One of the big reasons the HIEs chose this vendor is because they expressed interest in United Way and PA 211 lead the community engagement strategy for PA Navigate. Our relationships and presence in local communities are important to the HIEs. Despite engaging in four months of conversations with Findhelp, we have yet to reach a final agreement. The primary hurdle lies in defining what a community strategy should encompass. The vendor’s focus leans more towards the directory than the closed loop. We desire a go-to-market strategy that allows multiple front doors to participate in PA Navigate – Findhelp but also VisionLink(PA 211’s database) and other technology solutions that are already adopted by CBOs which could integrate their data. UWP and PA 211 staff are working hard to support and maintain relationships with our PA HIE partners for the long-term, should we be unable to negotiate acceptable terms with FindHelp.

A board member asked a question to identify if there are currently any legal risks for the organization while this negotiation proceeds. Rotz said there is currently no formal legal agreements that impact this project. The board decided that when it is time to make a decision either to accept a contract, or decline to participate and end the negotiation, the UWP Executive Committee is empowered to meet and act, but that all board members should know when that meeting will take place and have the opportunity to participate to gather information and provide feedback to guide the Exec Committee’s decision.

1. **Opportunity Pathways Advocacy Concept** Board Discussion

Document**:** Creating Paths to Opportunity for Greater Financial Stability

United Way of PA’s public policy team has developed an extensive policy proposal, with data attached, and we are currently working on securing statewide funding for this project. Specifically, we are addressing the childcare subsidy cliff, and we have compiled a paper to assist individuals who earn too much to qualify for additional government aid designated for those classified as living in poverty. While we aimed to address issues related to SNAP, it has become evident that there are limitations to what we can accomplish on a state level, and the refundable EITC provides tax savings to address basic needs. The final objective is to emphasize the importance of health insurance and helping individuals evaluate and select coverage through the health insurance exchange, taking advantage of any subsidies available and providing individuals with a safety net to rely on when facing challenges.

1. **Digital Equity Advocacy and Digital Equity Repository** Board Discussion

Document: Digital Equity Agenda

Rotz explained that United Ways are finding their place in digital equity, which supports health access, education and financial stability. She noted that Comcast has made an investment in local United Ways in SE and SW PA for PA 211 hubs to support access to affordable internet plans, provide devices, and enhance digital literacy skills. Moving forward, we will actively seek additional partnerships to collaborate on similar initiatives. UWP is developing a concept for a statewide digital equity repository which will become a clearninghouse for information that supports digital equity and digital literacy, and connects organizations who want to do this work. Finding sustained funding is imperative for the project’s longevity. UWP has also been advocating for affordability and policies that support it for the long-term in proposals for public comment from PBDA.

1. **President’s Report** Kristen Rotz

Document: 2023 UWP and PA 211 Accomplishments

Rotz encouraged the board to review the 2023 accomplishments list, and thanked the group for their leadership and contributions toward another impactful year. She shared a few updates about hiring a Director of Finance, moving the employee retirement benefit to a 403(b) plan. She also discussed with the board the phishing/ whaling scams that happen, and emphasized that no one from the board will contact another board member by email to request involvement in any financial transactions.

1. **Adjourn**

Michael Albert adjourned the meeting at 1:10 pm.