



ServeNebraska Commission

Board Meeting Minutes
July 25, 2013

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| NOTE TAKER: Janet Schmidt | LOCATION: Law Enforcement Training Center Grand Island, NE | DATE: 07/25/13 | TIME: 10:15 a.m. to 3:00 p.m. | DURATION: 4.75 hours |
| PURPOSE: Quarterly Commission Meeting | ATTENDEES Commissioners Present: Tami Bailey, Nancy Faber, Sally Ganem joined at 10:45 a.m., Tanya Hansen, Denise Kollath, Jamie Moore, Julie Nash, Gerry Osborn joined 11:30 a.m., Donlynn Rice joined at 11:40 a.m., Jerry Sellentin joined at 12:15 p.m., Kevin Warneke, Rose White, Lisa Willman and Sara Woods. Commissioners Present via Phone Conference: Matthew Schulte, Ron Sedlacek joined at 10:37 a.m., and Lois Wine joined at 1:00 p.m. Staff Present: Cathy Plager, Greg Donovan, Kim Hall and Janet Schmidt. Guests: Jennifer Lewis, Program Leader, YWCA of Adams County AmeriCorps Program and Anne Cannon, Executive Director of Hastings Literacy Program and Site Supervisor for YWCA of Adams County AmeriCorps Program. AmeriCorps VISTAs from South Sioux City: Jay Chandler, Thomas Krumel, Jr., Phil Sigillito, and Madeleine Spencer. | | | |

BUSINESS MEETING – CALL TO ORDER

The business meeting was called to order at 10:15 a.m. by Chair, Jamie Moore. Roll call was called to determine a quorum of ten voting members of the Commission in order to conduct business. A quorum of ten voting members was present.

Jamie introduced new commissioners as of April: Matthew Schulte, Jerry Sellentin, and Lisa Willman. Robert Klug, another commissioner just recently appointed, resigned due to additional job duties he acquired after appointment. Jamie welcomed guests.

PUBLIC COMMENT – None

APPROVAL OF CONSENT AGENDA – Jamie Moore, Commission Chair

1. *Approval of Minutes – March 27, 2013, Commission Meeting Minutes*
2. *Approval of Agenda – July 25, 2013 Commission Meeting Agenda*
3. *Approval of Report – Commission Financial Reports (Operation & Subgrant Expenditures and Administrative Match Reports ending June 30, 2013)*

Motion #1: Commissioner Warneke moved that the items on the consent agenda be approved as sent.

Second: Commissioner Woods seconded the motion.

Vote: 11 -Yes; 0-No, 0-Abstention Motion was unanimously carried.

REVIEW & DISCUSSION – PROGRESS ON 2011-15 COMMISSION STRATEGIC PLAN – Jamie Moore

Jamie emphasized in the Strategic Plan each committee's goals to attain by 2015. She asked each Committee Chair to report their committees' accomplishments to date, what is left to be accomplished, what challenges the committee faces and whether or not there should be any course of correction for the committee to take at this time.

AmeriCorps & National Service Committee – Tami Bailey

Nancy Faber and Sara Woods are members of this committee. The Committee has made significant progress towards addressing identified goals. The amount of AmeriCorps funding requested from the Commission this year exceeded 2.2 million and the amount of funding available to grant out was only 1.3 million. The number of applications the Commission received this year is a demonstration of the continued need in Nebraska. The Committee determined that the Strategic plan will need to be changed to better reflect a realistic view of the Corporation's funding limitations when it comes to the increased number of MSY's (Member Service Years). Staff monitoring of programs is done well and communication flows regularly to the Committee and the Commission to keep commissioners involved and well informed. The Committee created and sent out surveys the past two years to identify the impact and satisfaction of service for AmeriCorps members, program leaders and program clients. The Committee plans to refine this survey tool and use it as a barometer to measure how well programs are perceived. The Committee has not delivered quarterly reports to the Commission on performance measurement target progress, but the Staff has kept the Committee informed. Increasing connectivity to the InterCorps Council and greatly increasing awareness of AmeriCorps among the general

public and key audiences are areas the Committee intends to continue to focus on and desires to attract more positive media coverage to get the word out. The Mayor's Day of National Service and ServeNebraska's Week of Service were well received initiatives. The Committee believes the Commission should continue to promote and embrace these events. Challenges: Not enough committee members. Tami would like more members on the Committee and would like to meet more often. Tami stated that in sharing information, the Committee should continually keep in mind making the best case for why the Commission should continue to receive funding.

Community Volunteering Committee – Julie Nash

Action Plan Goal #1 has been met. The challenge for the Committee is data collection. The goal for data collection is to get something out in September 2013 to County Ambassadors to collect basic volunteer information as a start. The data would then appear on the Ambassador Map and individual counties. An Excel spreadsheet with contact information has been developed for County Ambassadors. The interactive map noting the County Ambassador for each county is available on the ServeNebraska website. In regards to these Ambassadors, the Committee is determining the next step in making personal contact to ensure the right people are in place. Goal #2 - Outreach to United Ways: Julie is not sure if this goal has been completed. She believes that the entire Commission needs to be a part of this goal. She believes the key for meeting this goal is to get Volunteer Centers engaged with what ServeNebraska is and does. Goal #3 has been accomplished with the successful launch of the first Week of Service with no funding provided for the initiative. There is room for growth and improvement on the ServeNebraska Week of Service. One way to increase participation during the Week of Service is to include businesses next year. In addition, a sponsor will be sought for next year and a goal of 100% commissioner participation in some form of volunteering that week is an additional objective. Another objective is a volunteer project should be convened in every Nebraska County during the Week of Service. The Committee will continue to promote National Days of Service by focusing only MLK Day, Global Youth Service Day and 9/11 Day of Service & Remembrance. Challenge on Goal #4 is how to best make personal contact with all the County Ambassadors. The publishing of an evaluation report is still to be determined as to what it will look like and the information included. Julie said there is a need for coordination of publicity and promotion among committees.

Sustainability & Infrastructure—Tanya Hansen

Donlynn Rice has stepped down as chair due to work commitments. The Department of Education is in the process of obtaining a new Commissioner of Education. This individual will be approached to sit on the Commission. As Vice-Chair, Tanya has stepped into the Chair role.

She sees the Sustainability & Infrastructure's purpose is to ensure there is sufficient income to operate. At this point in time, limited efforts have been made towards that goal. Marketing and promotion coordination has not happened satisfactorily. The building of partnerships with nonprofits and securing new grants is essential. The Committee structure will be reviewed to encourage an increased focus in recruiting new commissioners. She also sees the task of doing a better job coordinating with other committees for the marketing piece. The Facebook page's most successful initiative is the Commissioner monthly highlight. The challenge for the Committee is not having the manpower to get everything done and a misunderstanding or miscommunication in how to best approach fundraising. She plans to develop expectations for volunteer members of the committees.

Jamie presented the article "Three Do Not's for Board Fundraising" to the Commissioners for review. Jamie has asked Chairs of each committee to recruit at least two people outside the Commission to serve on their committees. Jamie asked committees to look at their Strategic Plan goals and determine if the goal can be done realistically. If realistically only two goals can be attained, then the Committee should work on those two goals. Lastly she asked that committee's put plans in place for what is needed to fund ServeNebraska. There was consensus among the commissioners and staff that the strategic process was helpful to all.

At the June 14th meeting of the Fund Advisory Committee, a proposal was presented to combine the Fund Advisory Committee with the Commission's Sustainability and Infrastructure Committee. This proposal was accepted by a unanimous vote of the Committee. This same proposal was discussed with the Sustainability and Infrastructure Committee and the proposal was accepted.

This merged Committee will hold their meetings during the time that other Commission committees meet on a quarterly basis and then the commission members from the committee will report out at the Commission meeting. This merged committee will be cost effective and responsive to staff and commission member's time. It will not duplicate the efforts of each committee and encourages communication with the entire Commission. In addition, the committee would operate so it becomes a more encompassing part of the Commission.

- Motion #2:** Commissioner Tanya Hansen moved to combine the Fund Advisory Committee with the Sustainable Infrastructure Committee.
- Second:** Commissioner Kevin Warneke seconded the motion.
- Vote:** 14-Yes, 0-No, 0-Abstentions Motion unanimously approved.

NETWORKING LUNCH

EXECUTIVE DIRECTORS REPORTS

Executive Director's Report -- Executive Director's Report was distributed and in the future will come to all commissioners by the 15th of each month along with a monthly administrative expenditure report. A Staff Retreat was held in June 2013. An 18-month calendar was developed at this retreat. Cathy distributed this calendar to all commissioners present. Project planning guides for each event will be coming to all commissioners with benefits for potential sponsors included and staff's time on project folded into cost. Week of Service and County Ambassador information will be added to the calendar.

Branding Exercise – Greg Donovan

Central to the discussions about the strategic plan goals and the need for additional resources is the need for common direction and focus. Greg facilitated an exercise in which he asked attendees to quickly write down in one or two sentences each, the answer to the following questions as it relates to ServeNebraska: What do you do? How do you do it? Why do you do it? Often when asked about their involvement in a cause, individuals answer first with the “what” or “how”. Speaking to “why” is more powerful in sharing passion and determining if the passion is shared by potential supporters. Greg will compile the responses to the exercise and share with all commissioners as a tool in developing a common elevator speech and consistent branding/messaging.

COMMITTEE REPORTS

Executive Committee – Jamie Moore

The Executive Committee Meeting is to meet prior to each Commission meeting. Their priority is to review financials and plan the meeting agenda.

- At its July 11, 2013 meeting, the Executive Committee approved the Formula AmeriCorps recommendations of the AmeriCorps & National Service Committee. 2013-14 AmeriCorps Formula applications were submitted to CNCS on July 12, 2013.
- Revision of 2013 Administration Operations Budget

Motion #3: The Executive Committee recommends the revised Commission Operations Budget be approved.

Second: Commissioner Jerry Sellentin seconded the Executive Committee’s recommendation.

Vote: Unanimously approved.

- First Lady’s Awards Ceremony & Luncheon Financial Report ending June 30, 2013: Commissioner Rose White has offered to cover the First Lady’s Awards deficit amount of \$86.76.

Recognition of past commissioners is all caught up except for one person’s token of appreciation is being purchased. On August 12, 2013 there will be a meeting with the Governor between 2:00-3:00 p.m. in the Governor’s Office where the Executive Director and those commissioners who wish to attend the meeting will present Governor Heineman with the Commission’s 2012 Annual Report for his approval. Commissioners are requested to notify Cathy by August 9th if they are interested in attending the meeting with the Governor. The Awards Committee will need to meet about next year’s awards ceremony and luncheon.

Kim has developed a training resource the “Training Focus” as a tool to provide AmeriCorps programs with training resources. This is sent out electronically monthly. Veteran issues will continue to be an area of emphasis.

AmeriCorps & National Service Committee – Tami Bailey

Four new programs applied for 2013-14 formula funding and while none of the four were selected for funding the interest is encouraging. The demonstrated need is evident in that requests totaled \$2.2 million with only \$1.3 million was available. AmeriCorps is making an impact and doing good things across Nebraska. Tami also mentioned 29 volunteer peer reviewers participated in the 2013-14 grant review. She challenged commissioners to visit the programs..

Community Volunteering Committee: Julie Nash

This Committee reported earlier in the meeting.

Sustainability & Infrastructure Committee – Tanya Hansen

Spotlighting Commissioners on Facebook began in April and has proven to be popular in sharing details of the service of Commissioners. A calendar will be sent to commissioners to let them know when they are being highlighted for ServeNebraska’s Facebook page.

Fund Advisory Committee – Lois Wine

Lois said the Fund Advisory Committee (FAC) held two meetings in June. The June 11th meeting focused on business letter follow up and adding to the FAC board membership. The FAC discussed persons that had been contacted because they expressed an interest on being on the FAC. Diane Mallat, John Manna-Retired Woodmen of the World, and Ry Anne Hastings were voted to be accepted as members of the FAC. Kevin Warneke said he would be willing to provide his expertise to this Committee as well. The June 14th meeting focused on discussion about combining the FAC with the Commission’s Sustainability Infrastructure Committee and to operate as one committee. This proposal was accepted by a unanimous vote of the FAC. The FAC will meet at the same time the Sustainability & Infrastructure Committee.

UNFINISHED BUSINESS

1. *It was decide that the 20th year Celebration planning will be done as part of the work of the Sustainability and Infrastructure/Fund Advisory Committee.*

2. *Formation of sub-committee to plan a Commission 20th year Celebration:* Sustainability & Infrastructure/Fund Advisory Committee will be a part of this committee. A meeting of the two committees will be held to decide how the transition to one committee will be handled.

NEW BUSINESS

1. *ServeNebraska Staff 18-Month Action Plan – ServeNebraska Staff*

A ServeNebraska staff planning document was shared with the commissioners identifying the focus areas of staff and the role Commissioners will play during the next 18 months.

ANNOUNCEMENTS – Jamie Moore, Commission Chair

1. First Lady Sally Ganem's participation in a Fire Side Chat with other First Ladies at the 2013 National Conference on Volunteering & Service – June 19-21, 2013. First Lady Sally said it was an excellent conference to attend. There were about 4,000 persons in attendance. She was with the Maine and Washington State First Lady during the Fire Side Chat. They discussed what programs they were involved with personally. Sally said she took the broad approach speaking about ServeNebraska programs and committees. Wendy Spencer, CNCS CEO, is very interested in the volunteer county ambassadors and wants to visit Nebraska to see how it works first hand. Sally said she was told Nebraska competitive applications were outstanding and that competition was fierce this year. Nebraska should be proud to have two of their programs funded competitively. An idea was shared about linking service and military service with civilians. A potential requirement would be for youth to serve one year in community service or to enter military service.
2. AmeriCorps Competitive Award Amplification call was conducted by Rep. Lee Terry on June 18: The announcement of the Competitive Awards came from Rep. Lee Terry's Office. Congressman Terry hopefully can continue to be supportive in the future to the Commission programs.
3. Next Commission Meeting: October 31, 2013 – City of South Sioux City, NE Host: Commissioner Tami Bailey
4. Commission Meeting Hosts: Please arrange for conference call option
5. Reminder to submit mileage on In-Kind Donation Forms at each Commission meeting.

ADJOURN – Jamie Moore, Commission Chair

Motion #5: Commissioner moved that the Commission business meeting be adjourned.

Second: Commissioner seconded the motion.

Vote: 10 –Yes. Motion was carried.

Meeting was adjourned at 3:00 p.m. The Voting Record is attached to these minutes.

Submitted by, _____
Janet L. Schmidt, Fiscal/Operations Officer

Approved by, _____
Jamie Moore, Chair

ServeNebraska Commission Meeting

VOTE RECORD

Date: 07-25-2013

*Ex-Officio Non-voting Commissioners:

| NAME | Attendance | Motion 1 | Motion 2 | Motion 3 | Motion 4 | Motion 5 | Motion 6 |
|-------------------|--|----------------------------------|---|---|----------|----------|----------|
| Commissioner Name | P = Present NP = Not Present NV = Non-Voting AB = Abstain | Motion to Approve Consent Agenda | Motion to combine the FAC Committee with the Sustainable Infrastructure Committee | Motion to approve Executive Committee's recommendation to accept revised 2013 Commission's Operational Budget | | | |
| Bailey, Tami | P | Y | Y | Y | | | |
| Chapman, Keelan | NP | | | | | | |
| Faber, Nancy | P | Y | Y | Y | | | |
| Ganem, Sally | P-Joined Late | | Y | Y | | | |
| Hansen, Tanya | P | Y | Y | Y | | | |
| Kollath, Denise | P | Y | Y | Y | | | |
| Moore, Jamie | P | Y | Y | Y | | | |
| Osborn, Gerry | P-Joined Late | | Y | Y | | | |
| Rice, Donlynn | P-Joined Late | | Y | Y | | | |
| Sedlacek, Ron | P-Joined Late | | Y | | | | |
| Schulte, Matthew | P | Y | Absent | Absent | | | |
| Sellentini, Jerry | NP-Joined Late | | Y | Y | | | |
| Warneke, Kevin | P | Y | Y | Y | | | |
| White, Rose | P | Y | Y | Absent | | | |
| Willman, Lisa | P | Y | Y | Y | | | |
| Wine, Lois | P-Joined Late | Y | Absent | Y | | | |
| Woods, Sara | P | Y | Y | Y | | | |
| TOTAL | 16 | 11 | 14 | 13 | | | |
| Nash, Julie * | P | | | | | | |
| Seaton, Angela * | NP | | | | | | |

- Rep of Corporation for National & Community Service, Not Present
- Rep for Service Learning in Higher Education (vacant)
- Rep of Senior Corps National Service Program – Julie Nash

QUORUM REQUIRED by BYLAWS: 10

NUMBER PRESENT in Person: 16 including non-voting

NUMBER PRESENT by Teleconference: 3