

MEETING MINUTES

Volunteer United Ad Hoc Committee Meeting

February 16, 2016

2:00 PM – 3:00 PM

Meeting called by: Renee Bade

Call In: (208) 947-1053

Conference ID: 1382349

Attendees: ~~Bill Langer, Don Heuer, Pat Eriksen, Doug Brown, Georgia Dimick, Henry Henscheid, Kara Brascia, Mike Jenson, April Durrant, Camille McCashland,~~ **Carrie Reese, Charlette Kremer, Clint Blackwood, Renee Bade, Patricia Fitzpatrick, Heather Luff, Susan Simmons, Colleen Schowalter, Dirk Marsden, Jesse Maldonado, Bryan Wewers, Renee Bade, Patricia Fitzpatrick, Heather Luff, Susan Simmons**

Meeting Start Time: 2:02 p.m.

MEETING CALLED TO ORDER

VOLUNTEER UNITED AD HOC COMMITTEE REPORT OUT

Renee Bade provided the report out from the Feb. 5, 2016 Ad Hoc Committee meeting minutes. (See Feb. 5, 2016 Meeting Minutes)

QUESTIONS & DISCUSSION

If Serve Idaho is to bear the brunt of the full \$5,000 commitment, what will Serve Idaho receive in exchange? Bryan Wewers pointed out that the \$5,000 is a small portion of the cost of the website. United Way is promoting the site, maintaining the site, and investing in the site. The \$5,000 shows Serve Idaho's commitment to following through with the objectives and goals determined in the State Service Plan. The commitment of \$5,000 is not a tremendous amount of money considering what Serve Idaho would receive. Serve Idaho will be the co-owner of the site. Serve Idaho will have access to the site statistics. Serve Idaho does not have to continue at the \$5,000 amount annually if the commission feels the site is not meeting the desired expectations. Serve Idaho as a state agency can only commit annually. The United Way and Serve Idaho would develop a Memorandum of Understanding / Contract together. The statistics could be reviewed quarterly at the commission meetings to determine success or failure of expectations.

Dirk Marsden pointed out that the cost of Serve Idaho's investment is like a President's Day sale. The ad hoc committee researched the site and unanimously decided to partner with United Way and support the site. The cost to build a website is quite high. This site is supported and meets the needs of volunteers and volunteer agencies and is in line with Serve Idaho's goals and objectives. The ad hoc committee can continue to meet to review the stats and set up deliverables. At the next few commission meetings, United Way and or an ad hoc committee member can present the current stats, so that Serve Idaho can set up bench marks for the future. Commissioners should visit the website and determine their own expectations and opinions.

What kind of discussions did you have about how United Way will market and advertise the site? The United Way will run television ads, and promote through word of mouth. Serve Idaho's name and logo will be next to United Way's name in all the advertising. The site launched in December, so far they 500 organizations that have signed up and those organizations will push out the site as well through word of mouth. United Way is hiring a full time position who will promote the site as a part of that position's responsibilities. Serve Idaho does not have the staff capacity to build a website and promote it like United Way can. United Way plans to promote throughout the state in each of the United Way regions and within the non-profits in each of those areas. The website currently lists the seven United Ways of Idaho in the state. United Way's goals for the site matches what Serve Idaho is trying accomplish. In addition, the United Way has sent out multiple press releases and has agree to send out another if Serve Idaho agrees to partner.

Bryan Wewers motioned to expend the \$5,000 for the first year with quarterly metrics was tabled, Dirk Marsden seconded the motion.

COMMITTEE VOTE

Commissioner Roster	Yes	No	Not in Attendance
Bill Langer			X
Bryan Wewers	X		
Carrie Reese	X		
Charlette Kremer	X		
Clint Blackwood	X		
Camille McCashland			X
Colleen Schowalter	X		
Dirk Marsden	X		
Don Heuer			X
Doug Brown	X		
Georgia Dimick			X
Henry Henscheid			X
Jesse Maldonado	X		
Kara Brascia			X
Kristen Tracy	X		
Mike Jensen			X
Pat Eriksen	X		
Randy'L Teton	X		

Motion is accepted and seconded. The expense will be reviewed quarterly and annually.

A motion to adjourn was tabled and seconded.

Meeting adjourned: 2:39 pm