

Minutes
Board of Directors
United Way of Cleveland County, Inc.
Wednesday, December 14, 2016
United Way Headquarters
Mr. Scott Franklin, Chairman, Presiding

Present:	Dr. Bruce Boyles	Debbie Kale
	Alison Clark	Dr. Shannon Kennedy
	Todd Douthit	Jeff Ledford
	Pete Dyhan	Allison Mauney
	Ed Faylo	Alan Norman
	Dr. Stephen Fisher	Vince Reese
	Scott Franklin	Jeff Ross
	Ron Harrill	Rev. Tony Tench
	Roger Harris	Rev. William Thompson
	Angela Jones	
Staff:	Bill Hooker	Leslie Cobb
	Shelly Lovelace	Nicole Elmore

Mr. Franklin called the meeting to order and thanked everyone for coming.

The first item of business was the approval of the August 2016 and October 2016 minutes. **Mr. Harris made a motion to accept both sets of minutes as presented. Dr. Kennedy made the second. All approved.**

Mr. Franklin then called upon Mr. Douthit to give the *Finance Report*.

Mr. Douthit first reviewed the *Banking Report*. He stated that the organization was \$103,145.20 over the six month reserve target. He added that the total included the Board Designated Fund of \$30,000.

Mr. Douthit then moved onto the *Cleveland Cares Program Report*. He stated that \$50,000 had been collected including \$5,000 for administrative cost. He stated that currently the balance for the program was \$39,743.97.

Mr. Douthit then gave the *Campaign Collections Report*. He stated for the 15/16 year, we are at 83.9% collected compared to 75.4% for the 14/15 year and 83.2% for the 13/14 year. Mr. Douthit asked the group if there were any questions, hearing none, he proceeded with the Operating Budget.

Mr. Douthit stated that the Operating Budget should be at a target of 41.67% expended, five months into the fiscal year and we were actually operating at 42.23%. He then reviewed line items that were over budget and stated that most were attributed to onetime expenses, such as the audit.

Mr. Douthit then asked if there were any questions about the *Finance Report*; hearing none, Mr. Franklin turned the meeting over to Dr. Kennedy for a *Strategic Plan Update*.

Dr. Kennedy walked the Board of Directors through the three goals and the objectives of each goal. The Board Briefly discussed the plan and Dr. Kennedy answered questions as asked. **Dr. Kennedy then stated that the 2017-2020 Strategic Plan as presented came as a recommendation from the Executive Committee for approval by the board. Mr. Harris made the second. All approved.**

Mr. Franklin then turned the meeting over to Mr. Faylo for the *Campaign Update*.

Mr. Faylo began with the Eaton campaign. He stated that the campaign was up 20% and that employee giving exceeded \$55,000. He then moved on to the City of Shelby Campaign stating that the campaign was over \$105,000.

He then asked Mr. Ledford to comment on the City of Shelby campaign.

Mr. Ledford stated that the campaign had been a huge success, growing from \$59,000 to \$105,000 in just two years. He stated that one thing that had helped was that the City, especially the Police Department, had made United Way a year round topic.

Mr. Faylo then asked Mr. Franklin to report on the PPG Campaign. Mr. Franklin stated that the campaign had went well and that even with a decrease in employment that the per capita giving remained high and the employee campaign continued to be very successful.

Mr. Faylo thanked PPG for being the leader in giving in the manufacturing category. He then asked Mr. Dyhan to speak to the Greenheck Fan campaign.

Mr. Dyhan stated that Greenheck had grown their campaign by 35% this year to a total of \$43,456. He stated that Greenheck tried to create a fun, engaging campaign environment and talked about their event, the Greenheck Grand Prix.

Mr. Faylo then stated that the South Eastern Container campaign had also been a great success with an increase of 44% year over year. He stated that this was the most they had ever raised.

Mr. Franklin challenged the Board to use their connections to find open doors into new campaigns or into existing campaigns with room for growth.

Mr. Faylo asked if there were any questions regarding the *Campaign Update*; hearing none, Mr. Franklin turned the meeting over to Dr. Fisher for the *Community Involvement Report*.

Dr. Fisher first gave *The Salvation Army Update*. He stated that the Salvation Army had once again spent their allocation for the month and properly documented the expenses.

Dr. Fisher then moved to the *American Red Cross Update*. He stated that the first quarter documentation had been received and reimbursed and that all was running smoothly.

Dr. Fisher then gave a *Connect, Commit to Change Update*. He stated that the event had gone well and that there was positive feedback from the 47 agencies that had participated. He stated that CCC was an example of how caring our community is. He also thanked Dr. Collette Deviney for her continued leadership and passion for the mission of the Connect, Commit to Change event.

Dr. Fisher asked if there were any questions regarding the *Community Involvement Report*; hearing none, Mr. Franklin turned the meeting over to Rev. Thompson for the *Fund Distribution Update*.

Rev. Thompson stated that everything was off to a good start. He stated that the agencies had met to discuss the workbook and budget forms and that the applications had been sent out. He also added that volunteers for the panels were always wanted and that anyone who wanted to volunteer could contact Ms. Elmore.

Rev. Thompson asked if there were any questions regarding the *Fund Distribution Report*; hearing none, Mr. Franklin proceeded to the *Executive Search Committee Update*.

Mr. Franklin then asked all staff to exit the meeting.

Closed session to discuss the recommendation of the Executive Committee regarding the Executive Search followed.

Mr. Franklin then asked the staff to reenter the meeting.

Mr. Franklin reported that during the closed session, the Board of Directors had unanimously voted to hire Ms. Leslie Cobb as the new President and CEO of the United Way of Cleveland County effective July 1, 2017 (or upon Mr. Hooker's retirement if before June 30, 2017).

The Board congratulated Ms. Cobb on her new position and thanked Mr. Hooker for his service and dedication to the United Way.

Being no further business, the meeting was adjourned.

Mr. Scott Franklin, Chairman
United Way of Cleveland County
Minutes recorded by Nicole Elmore