

**CONNECTICUT STATE EMPLOYEES CAMPAIGN**  
**Committee Meeting Minutes – Tuesday, April 9, 2019**

**Members Present**

Charles Kistler (State Retiree)  
Cindy Cannata (Freedom of Information Commission)  
Julie Bernonsky (Department of Administrative Services)  
Kathleen Gensheimer (Judicial Branch)  
Peggy Gray (Comptroller's Office) – VICE CHAIR  
Tim Newton (Department of Correction) – CHAIR

**Members Absent**

Ina Wilson (Department of Education)  
Valerie Clark (Office of Policy & Management)

**Campaign Manager/PCFO**

Kelli Byrd (United Way of Central and Northeastern Connecticut)

**Guests**

- Betsy McDermont, Assistant to the Comptroller / Community Affairs Director
- Maura Cook (Marketing Director of Community Engagement and Marketing – United Way of Central and Northeastern Connecticut)
- Paula Gilberto (President and Chief Executive Officer – United Way of Central and Northeastern Connecticut)
- Ryan Clark (Vice President, Business Development / Digital Services – United Way Worldwide)
- Stefanie Boles (Chief Operating Officer – United Way of Central and Northeastern Connecticut)
- Taylor Ives (Community Engagement and Marketing Manager – United Way of Central and Northeastern Connecticut)

**Review of Previous Minuets (Tim Newton)**

- Tim Newton, Chair, called the meeting to order at 1:40 p.m. Tim motioned to approve minuets. Peggy Gray, Vice Chair, moved to approve minuets. All committee member present approved.
- Tim motioned to approve minuets. Peggy moved to approve minuets. All approved.
- Due to several guests in the meeting there was a roundtable of introductions.

**Campaign Review by Kelli Byrd (PCFO)**

- Kelli read the campaign report.
  - Overall Contributions Total: \$726,635. This is made up of the following:
    - Individual Donor Contributions: \$688,795.06
    - Special Event Dollars: \$37,840.41

- Top 5 Agencies
  - 1.) Department of Correction
  - 2.) Judicial
  - 3.) Department of Labor
  - 4.) UConn
  - 5.) Department of Transportation
- In addition, Kelli reported on the Committee Member Agency Numbers and retiree contributions.
- There was discussion to move the May meeting to a date prior to the luncheon as we needed to discuss results and budget prior to the Thank You Event. The new meeting date for May will be May 7<sup>th</sup> at 1:00pm. Kelli will work with Betsy to book the room.
- Peggy mentioned a contribution for was not in her retiree mailing and wondered if this was the case for other retirees. There was a request to put the retiree mailing on the Retiree and CSEC website.

### **2019 Campaign Proposals (Kelli Byrd and PCFO Representatives)**

- The PCFO presented five proposals to the committee to help increase employee participation, be more innovated, focus on donor intent, and much more. The following proposals were:
  - 1.) Vendor Process
    - Committee Feedback: Approved, Have State Comptroller Review
  - 2.) Special Events
    - Committee Feedback: Approved, Have State Comptroller Review
  - 3.) Committee Meetings
    - Committee Feedback: Approved, Have State Comptroller Review
  - 4.) Website Creation and Management
    - Committee Feedback: Approved, Have State Comptroller Review
  - 5.) Salesforce Philanthropy Cloud Proposal
    - Committee Feedback: Tentatively Approved, Have State Comptroller Review
    - Requested to have another meeting with the following answered:
      - Further information regarding if the site if hacked what will happen.
      - United Way's personal experience with the site and how it works.
      - Secured verification information.
      - Cost of campaign – Committee asked we make it within current budget.
      - What does reporting look like?
      - This information should be included in the CSEC contract.
      - Details pertaining to SPC being publicly traded (over 20 years).
      - Request to have DAS, OAG, Comptroller's office, etc to review this information
- Committee was please with proposals.
- Peggy motioned to close the meeting at 2:49pm. Charlie second. All in favor.