

Commission Meeting Minutes
January 19, 2017
TownePlace Suites Boise (208) 429-8881
1455 S. Capitol Blvd. | Boise ID 83706

Attendees (18): Charlette Kremer, ~~Jesse Maldonado~~, Colleen Schowalter, Judy Bittick, Kara Brascia, Doug Brown, Georgia Dimick, Patricia Eriksen, ~~Henry Henscheid~~, Donald Heuer, ~~Mike Jensen~~, Kristi Keeler, William Langer, R. Dirk Marsden, ~~Camille McCashland~~, ~~Mary Jane Miles~~, ~~Carrie Reese~~, Kimber Russell-Simmons, Kristen Tracy, Bryan Wewers, ~~April Durrant~~, ~~Ken Edmunds~~, ~~Lori Hendon~~, ~~Ben Quintana~~, Roy Valdez, Renee Bade, Heather Uhi, Kirstin Mann, Jade Rodgers, ~~Kayla Ludwigson~~

Guest: Sean Hall (AmeriCorps VISTA, CATCH)

- 9:01 AM Call to order Charlette Kremer
 - Introductions of everyone present for new Commissioners
 - Review and approve October 13, 2016 meeting minutes
Charlette Kremer
 - Motion to approve as submitted: Bryan Wewers
 - Second: R. Dirk Marsden
 - Motion Approved
 - Review and approve January 15, 2017 meeting minutes
Charlette Kremer
 - Motion to approve as submitted: Doug Brown
 - Second: R. Dirk Marsden
 - Motion Approved
 - Review and approve today's agenda
Charlette Kremer
 - Motion to approve as submitted: Bryan Wewers
 - Second: R. Dirk Marsden
 - Motion Approved
 - Outgoing Chair Recognition Charlette Kremer/Renee Bade
 - Patricia Eriksen was presented with a certificate of appreciation for her year of service as the chair of the Serve Idaho Governor's Commission on Volunteerism for 2016.
- AmeriCorps Membership Moment
 - Shaun Hall, AmeriCorps VISTA serving at CATCH Inc.

- **State Office Updates**
 - The State Office recently launched our Twitter page and hopes to use social media as a way to spread the word about great things happening in Idaho, opportunities for national service members and grantees, and to share items of importance from a national perspective. We hope to also be able to cross promote items with Serve Idaho and our other partners.
 - The State Office is working on setting up a GovDelivery account that will allow us to reach out to users that have opted in to the system from the CNCS website. The account allows us to drill down to different audiences so that we can send out targeted messages to grantees and other stakeholders. We hope that this will be a useful communication tool not only for internal purposes but to also share information from Serve Idaho and other appropriate organizations as one other mechanism for spreading the word about national service and volunteer activities in the state.
- **AmeriCorps VISTA**
 - The State Office has several new VISTA projects, The Salvation Army, 6 members in Boise, Caldwell and Nampa; Wood River YMCA, 2 members in Ketchum; City of Boise, 3 members. We are currently in VISTA project development talks with the Idaho Department of Corrections on a reentry program; Useful Glass working on job training and financial literacy; and Salmon River Schools in Riggins, the CLUB program in Idaho Falls, and the Community Resource Center in the Teton Valley.
 - The Idaho State Office is preparing VISTA cost share outreach webinars and meetings to try to bring in more programs using our cost share allocations. The share of the cost for sponsoring a program is \$11,880 for one member for each year in the 3 year grant cycle. (we will give a least 2 additional members at no cost) Please refer any interested parties to ID@cns.gov.

Kristen Tracy joined meeting at 9:33 AM

- **Idaho Department of Labor updates** Roy Valdez
 - Roy Valdez expressed his appreciation for the Idaho's Brightest Stars event. Mr. Valdez also noted that the press release for the event will be going out.
 - Renee Bade has been involved in the Idaho Department of Labor (IDOL) Certified Management Plan. They are utilizing her skills in employee development.
 - Heather Luff was voted Employee of the Year at IDOL.
 - Currently IDOL is waiting to see how the current federal government transition may or may not impact funding for current programs.

- Next month Mr. Valdez will be attending a meeting and hearing from cabinet appointees and local government on what to expect over the next few years.
 - During the Governor's address (State of the State), it was very clear that education is a high priority.
 - Mr. Valdez also briefly discussed the Governor's new Workforce Development Task Force led by Brian Witlock.
 - Administrator's report Renee Bade
 - On behalf of the Commission, Renee Bade thanked Mr. Valdez for IDOL's support and participation in the Idaho's Brightest Stars event and their continued support of Serve Idaho.
 - April Durrant or Kayla Ludwigson from the CNCS Idaho State Office will be sending information soon regarding Mayor's Day. Previous participants are already renewed, but it is a good idea to send it out to all of them. Also with the elections we have new Mayor's. Mrs. Bade asked the commissioners to contact Idaho Mayor's and encourage their participation.
 - Mrs. Kremer read out current Idaho towns that mayors participated in Mayor's Day last year. Last year, Mrs. Kremer had better luck reaching out to the city clerk. Also there are City Commissioners who are participating.
 - It was noted to ask Henry Henscheid to reach out to Sho-Bans.
 - Roy Valdez asked what our sales pitch is. Mrs. Kremer responded that we let the Mayor's and City Commissioners know the benefit that AmeriCorps members are providing in their area of Idaho.
 - Kirstin Mann discussed the bidders workshops she will be leading throughout the state to provide information on the AmeriCorps application process. Ms. Mann is still formalizing dates and locations and will be sending that out to the commission.
 - Mr. Marsden said that we could use his office conference room in Idaho Falls for the workshops.
 - The Idaho Department of Labor has office space throughout Idaho that will be available for use as well.
 - Mrs. Bade discussed how every state received funding for technical assistance and training. Idaho made these workshops a priority to increase grant applicants as it is part of our strategic plan.
 - Mrs. Bade also discussed change of CNCS administration. Wendy Spencer's, CEO for the Corporation of National and Community Service (CNCS) last day will be January 19, 2017. Typically, transition can take several months and will most likely occur by summer. Also

Bill Basil, AmeriCorps Director, has retired. We might see changes in focuses. These often occur with administration changes.

- Kristen Tracy noted that the Senior Corps Director will be changing as well.
- Our contract renewal for co-sponsorship with United Way for their website Volunteer United is coming up. To date the website has had 16,000 agency views, 38,000 volunteer opportunity views (over 11,000 since October 2016), and 265,000 volunteer opportunities are currently posted in system.
 - Kristen Tracy asked if there was a way that United Way could get feedback from agencies regarding the website. Mrs. Bade hasn't found that out yet, but will let us know.
 - It was also asked if this was a way to get AmeriCorps members. Mrs. Bade stated that it hasn't been used for this purpose yet, but a possibility.
 - Georgia Dimick asked if youth and student opportunities were posted on the website. Mrs. Bade state that this was United Way's focus this year.
- Financial report Renee Bade
 - Mrs. Bade presented the financial report. Due to how this meeting fell right after the end of the fiscal year (matches the calendar year), the budget presented was not to actuals yet. The finalized financial report will be provided to the commission at a later date. Mrs. Bade encouraged those who can to lobby with our government for funding.
 - Meeting with IDOL Fiscal Department Quarterly
 - Budget falls in line with state appropriations
 - IDOL provides a certain amount of overhead for Serve Idaho (\$75K in matching funds). As IDOL has decreased and our staff has increased this has measured to 10% of our grant that will go to IDOL to offset indirect costs.
 - Mrs. Bade reviewed the match summary report.
 - Kristen Tracy asked about the miscellaneous category. Mrs. Bade stated that this category was so high because \$50K had to be paid back.
 - Mrs. Kremer reiterated to the commission that it is very important to find donors and record their donation (monetary or in-kind) for the match.
- Upcoming Events Renee Bade
 - Partnering with United Way and Service Learning for and Idaho Volunteer Day. This would be similar to Idaho Gives, but would encourage Idahoans to sign up to volunteer. The hopes are that this will be a statewide annual event on September 11th. The first occurrence being on September 11, 2017. We will be encouraging

nonprofit organizations to post volunteer opportunities on Volunteer United and then encouraging Idahoans to go to Volunteer united and sign up.

- Partnering with Treefort Music Festival again (2nd year). There will be a panel discuss, three service projects, and an interactive volunteer experience on March 25th.

- Program Report

Heather Uhi

- Program Highlights

- Palouse-Clearwater Environmental Program
 - Alternative high school service project (tree planting)
 - Providing environmental education to youth
- Idaho Healthcare for Children and Families (IHFCF)
 - Participated in homeless stand-down in Pocatello for veterans
 - Sort recycling and created a light bulb recycling program
 - Created a food repacking program
- Student Conservation Association (SCA)
 - This is their last program year
 - Working on stream surveys

- Serve Idaho staff will be conducting site visits and welcome commissioners to join.

- Dates of 2017 site visits: March 8th and 15th, April 5th and 26th, and July 28th. Palouse-Clearwater and SCA will be conducted via phone.
- During site visits commissioner meet with current AmeriCorps members.
- New programs or designated high risk programs receive two sites per year.
- Lewis-Clark State College has not received a risk assessment yet.

- Criminal History Disallowance

- Vets Serving Vets and Blackfoot have paid
- IHFCF will pay next year
- Lewis and Clark State College and SCA payment is to be determined

- Meeting break at 10:34 AM

- Charlette Kremer called meeting to order at 10:54 AM

- Committee Breakouts

Serve Idaho Staff

- Reviewed standing committee assignments and our strategic plan.

- Broke out in three groups

- Plan for 2017
- List of Action Items

- Member Assignments
- Meeting break for lunch at 12:00 PM
 - 12:18 PM Team building event during lunch
 - Learned R. Dirk Marsden enjoys Lifetime movies
- Char Kremer called meeting to order at 1:04 PM
- Standing Committee Report Outs – Strategies for 2017
 - Marketing
 - Goal #1: Create toolkits and information
 - Recruitment and benefit of volunteering when you are 55+
 - Businesses to integrate volunteer opportunities
 - When: First Quarter
 - Who: unspecified
 - Goal #2: Reach out to organizations
 - Nonprofits
 - Businesses
 - When: April-December
 - Who: unspecified
 - Action Items
 - Create brochure/flyer for conference
 - Modify this flyer for businesses
 - How to recruit volunteers, develop programs for 55+, using their skills
 - Put on the website
 - Check Volunteer United website
 - Kara assigned
 - Connect with BSU Service-Learning to promote a project
 - Senior news in Caldwell
 - Other strategies
 - Reach out to the local offices on aging
 - Great resource to capitalize on
 - Reach out to IDOL Veteran Reps at local offices
 - How do we contact those over 70?
 - Using skillsets of retired seniors
 - Pairing millennials and 55+
 - Focus on statewide organizations
 - Present at retirement seminars held at organizations
 - Contact HR departments at organizations to give brochures to exiting employees
 - Increase other employees in organizations as well
 - Job descriptions of volunteer opportunities
 - How volunteerism affects the business sector (benefits)
 - Ask other commissioners about marketing opportunities

Jade Rodgers

- Research with AARP
- Partnership with United Way: Volunteer United emphasis
- Brochures and flash drives (video)
-

William Langer joined meeting at 1:10 PM

- Membership
 - Goal: provide resources for new and existing commissioners, and recruit new commissioners as needed
 - Objective #1: Update commissioner orientation
 - Who: Committee review and provide feedback to Renee
 - When: by April Commission Meeting
 - Objective #2: New commissioner headshots
 - Who: Doug
 - When: July commission meeting
 - Objective #3: Recruit new youth commissioner
 - Who: Dirk and Renee
 - When: February
 - Objective #4: Ex-officio member from the Idaho Nonprofit Center
 - Who: Renee
 - When: by April Commission Meeting
 - Objective #5: Identify/research former and/or current legislator to serve
 - Who: entire committee
 - When: by April Commission Meeting
 - Objective #6: develop plan for replacements of members whose terms are expiring and aren't going to be reappointed
 - Who: Renee will provide list of expiration dates of commissioners
 - When: identify those leaving by February and develop a plan by July
 - Objective #7: Develop policy/procedure on interviewing new commission applicants
 - Who: Doug
 - When: By April Commission Meeting
 - Objective #8: Strengthen mentoring program
 - Who: entire committee
 - When: by July Commission Meeting
- Program
 - Goal: Increase number of community applications
 - Objective #1: Bidders Workshops
 - Who: Kirstin

- When: Spring
 - Objective #2: target organizations with capacity to run AmeriCorps programs to attend a Bidders Workshop
 - Who: Judy and Kirstin
 - When: TBD
 - Objective #3: Provide information on partnerships with larger organizations
 - Who: Staff
 - When: Ongoing
 - Objective #4: establish permanent training on grant applications, such as a durable tool (ASC as a best practice)
 - Who: Heather and Kirstin
 - When: Ongoing
- Ad Hoc Committee Report Outs
 - Idaho's Brightest Stars Colleen Schowalter
 - The event went well despite the blizzard that came in just hours before the event and there was good attendance. The Serve Idaho Staff did a great job changing commissioner assignments as needed since a few commissioners couldn't attend due to the weather. Patricia Eriksen did an excellent job stepping in and kicking off the event. The venue and food were great and received a lot of compliments from attendees.
 - The Idaho's Brightest Stars Committee will be having a meeting to discuss what worked and what can be improved on.
 - Serve Idaho Conference Kara Brascia
 - The first day of the conference will be dedicated to AmeriCorps members.
 - AmeriCorps Member Appreciation Luncheon
 - Kirstin is collecting raffle items for prizes
 - The second day will be general conference with a senior volunteer focus.
 - Serve Idaho is providing scholarships. Recipients will only have to pay \$10/day. Most scholarships have been filled.
 - All speakers this year have donated their time.
 - Thanks to Kara Brascia, we are getting to use the BSU conference rooms at no cost. We are paying for attendee parking and food.
 - By-Laws Kristen Tracy
 - Nothing to report on as we recently just reviewed, updated, and approved in October 2016.
 - Kristen will meet with Doug Brown (previous Ad-Hoc Committee Chair) to catch up on current status of all by-laws.
 - Disaster Donald Heuer

- Donald Heuer is approaching some disaster programs in Idaho to see about joining and will go from there.
- Meeting break at 2:03 PM
- Charlette Kremer called meeting to order at 2:17 PM
- 2016 Year in Review Renee Bade
 - Idaho ranked #5 in the U.S. in volunteerism
 - Serve Idaho recruited 4 new commissioners
 - Had a successful Idaho Brightest Stars and Serve Idaho Conference
 - Received additional funding
 - Including \$90,100 for technical assistance and training
 - National service expansion
 - The Nez Pierce tribe received a planning grant with hopes they will apply for an AmeriCorps grant
 - Successful AmeriCorps programs
 - Example: Vets Serving Vets
 - Over 1500 vets were provided with employment assistance
 - Conducted AmeriCorps outreach
 - Met with 20 organizations including Boise Police Department, Reading Corps, and Interfaith Sanctuary
 - Nine successful Idaho @ Play events were held
 - Successful student marketing campaigns
 - Led by BSU Marketing intern
 - Volunteer to Career Campaign
 - Website visits increased by 128%
 - Presented to IDOL and the Lt. Governor
 - Implemented new Serve Idaho logo and website
 - Cross-collaboration
 - New partnership with United Way with their Volunteer United website
 - Idaho Nonprofit Center
 - Hosted NCCC members for potlucks
 - BSU Service Learning
 - Treefort Music Festival
 - Char Kremer requested that the Serve Idaho Staff does the year-end review that Renee Bade presented with all of the AmeriCorps Program Managers
- 2016 Plus/Delta Exercise Heather Uhi
 - Plus: The commission and staff named things going well or that were successful in 2016.
 - Orientation
 - Partnerships in Community
 - Representatives of community members in grant reviews
 - Increased funding
 - Increased Serve Idaho staff
 - Increase in number of grant recipients

- Tribal engagement
- Increased community engagement
- United Way partnership
- Marketing Internship
- Increased participation of IDOL leadership
- Improved website
- Improved branding
- CEO and PO visiting Idaho and Interacting with AmeriCorps members
- Good mix of commissioners
- Facebook presence
- Growth in knowledge with staff
- Training opportunities with staff
- Staff not afraid to train new things
- Strong staff
- Written policies and procedures
- Serve Idaho strategic plan follow-thru
- NCCC expanding to Idaho projects
- Great executive committee leadership
- Processing and self-reporting of disallowances
- Improving education of background check requirements
- Commissioner involvement in site visits
- Increased comradery
- Successful completion of Vets Serving Vets
- BSU partnership
- Delta: The commission and staff named things that could be improved upon from 2016.
 - Have more small group discussions
 - Develop a small card for commissioners to use that states
 - Our mission statements
 - Elevator speech
 - Have only one NOFO process
 - Increase Latino commissioner member outreach
 - Provide education to commissioners on IDOL
 - What they do and their involvement with Idaho legislature
 - Increase Engagement with the Lt. Governor's and Governor's offices
 - Engage standing committee chairs more
 - Provide leadership training for commissioners
 - Including meeting rules (Robert Rules of Order)
 - Char Kremer is going to see if she can get a Robert Rules of Order cheat sheet to provide for commissioners
 - Provide advocacy training for commissioners

- Send survey out to commissioners asking what skills you need to be a good commissioner
 - Have an additional Senior Corps representation on the commission
 - Have a Senior Corps update at each meeting
 - Have a staff and commissioner volunteer engagement activity on national days of service
 - Increase social media presence
 - SnapChat, LinkedIn, Twitter, and Instagram
 - Idaho Competitive Program increase
 - Have Program Director recognition events like a luncheon
 - Have a 30-minute feedback session with United Way regarding Volunteer United
- Wrap up and closing comments Charlette Kremer
 - Thanked everyone for attending and having a good meeting
 - 3:41 PM Adjourn Charlette Kremer
 - Motion: Colleen Schowalter
 - Second: Bryan Wewers
 - Motion Approved