

February 20, 2025, Board of Directors Meeting Attendance

UWCF Board Member Name	Title		Virtual	Unable to attend
Arroyo, Mayor Omar			X	
Baker, Jenny				X
Boyer, Dr. Naomi	Community Impact Cabinet Chair	*	X	
Braswell, Commissioner Bill				X
Crain, Jonathan	Chair Elect	*	X	
Crawford, Sheriff Vent	Hardee County Representative	*		X
Donnelly, Brian	Community Investment Team Chair	*	X	
Elwell, Don			X	
Floyd, Chief Ian				X
Fowler, Tip				X
Garcia, Rick				X
Garthwaite, Tom			X	
Giordano, Lauren	Agency Director Council Chair	*		X
Gleason, Joe			X	
Haas, Brian	Chair	*	X	
Heid, Superintendent Fred	Vice Chair	*	X	
Hurley, Dana			X	
Killebrew, Representative Sam				X
Long, Kim			X	
Lupercio, Erica				X
Mitchell, Larry			X	
Neslund, Callie			X	
Noris, Paul			X	
Norris, Brian			X	
Oguntola, Dr. Andy			X	
Plott, Nick			X	
Sale, Brittany	Marketing Chair	*	X	
Saunders Feaster, Lauren	Resource Development Chair	*	X	
Sjoblom, Scott				X
Spath, Emily	Secretary	*	X	
Tamney, Michael	Immediate Past Chair	*	X	
Wood Rogers, Ana			X	
Wright, Ali	Governance Committee Chair	*	X	

**Guests:** Pete Ugo and Corine Ahrend from Crowe LLP

**Staff:** Shawn Beumel, Gretchen Ceranic, Christina Criser Jackson, Rod Crowley, Jes Garcia, John Hardesty, Kelsey Jaffer, Ileana Kniss, and Mary Shaw

A virtual meeting of the Board of Directors of United Way of Central Florida was held on February 20, 2025 with members, guests and staff present as recorded above.



#### Call to Order & Welcome: Brian Haas, Chair

Brian welcomed everyone and called the meeting to order at 11:01am.

#### Consent Agenda: Brian Haas, Chair

Brian presented the Consent Agenda, which was sent out to the board via email prior to the meeting, then asked if there were any comments or questions on the Consent Agenda. *With none, Callie Neslund made a motion to approve, Paul Noris seconded; motion passed with no objections.*

#### Finance Audit: Pete Ugo

Pete and Corinne presented the finance audit. The audit report on the Financial Statements has Unmodified Opinion. There are no current or prior year written comments to report. There is stability of the net assets. UWCF has another consecutive year of clean audits.

*On behalf of the Finance Committee, Joe Tedder made motion to approve, Jonathan Crain seconded; motion passed with no objections.*

#### Board Retreat Debrief: Christina Criser Jackson

Christina shared the recommended prioritization from the Board:

Focus Area: Community Leadership

- Build Local Reputation Through Partnerships that Leverage United Way Expertise
- Lead with a Growth Mindset, Inspire Innovation, and Monitor Emerging Trends

Focus Area: Equitable Community Impact

- Advocate for Public Policy that Advances Impact Priorities
- Ensure Representation in all Work Related to Inclusion, Diversity, Equity and Access (IDEA)

Focus Area: Brand Strength, Awareness & Relevance

- Leverage United Way Brand Assets to Build a Strong Reputation Across Local Audiences and Channels
- Understand the Public Sector, Philanthropic, and Social Landscape to Leverage Trends and Opportunities

Focus Area: Diversified Revenue Streams

- Engage Staff and Volunteers in Fundraising Strategies
- Activate Diverse, Sustainable Revenue Streams

Focus Area: Strong Organizational Foundation

- Board and Staff to Drive United Way Performance Using Relevant Resources and Technology

Focus Area: Network Citizenship

- Engage with Global United Way network to Create a Culture of Trust

#### Board Nominations: Brian Haas, Chair

Brian shared the nomination process started this month with the recruitment of the nominating committee.

#### Open Roles: Mary Shaw

Mary shared the 5 open roles:

- Sr. Director of Marketing, there is a strong candidate
- Manager Individual Philanthropy



- Manager, Highlands County
- Master Teacher
- CFO – Discussion on this role will be delayed until separation agreement is signed. The Finance committee will meet on February 28<sup>th</sup> to discuss next steps

#### Community Wellness: Shirley Balogh

Shirley shared the CW program is moving into year three as the MOU's are now being executed and invoicing will begin shortly. There are still a few programs being evaluated before they move forward with them. The Lead Navigator and 1 additional Navigator started on February 17<sup>th</sup>.

#### Tax Prep: Gretchen Ceranic

Gretchen shared the CRC is hosting Tax Prep every Wednesday from 12:30pm-4:30pm. This year it has been better with appointments. The Master of Accounting students are doing a phenomenal job, it has been a great experience for them as well as success to be able to provide more appointments in one day. There are 13 other sites providing free tax prep. My Free Taxes is a UWW & IRS accredited platform for individuals to do their taxes on their own if they qualify under the household income criteria.

#### Hunger Action Summit: Rod Crowley

The CEO of United Way Northern New Jersey and President for United For Alice, Kiran Gaudio attended the Hunger Action Summit cochaired by Rod as a keynote speaker. Rod shared the impact her words made to those attending the summit and it helped to bring awareness about ALICE families. During the night, Kiran along with some staff members and board members attended dinner to continue the conversation about ALICE in our community.

Jonathan Crain made a comment about the amazing work the ALICE movement is doing and how government is now using ALICE data as well.

#### Capitol Days: Christina Criser Jackson

Christina mentioned Ileana Kniss, Kelsey Jaffer, Jes Garcia, Greta Dupuy and Suzette Jones along with herself attended United Way of Florida Capitol Days. They were able to visit Rep. Canady, Rep. Kincart Jonsson, Rep. Tomkow, Rep. Albert and Sen. Burton. Brian congratulated Christina on a well organized event and productive meeting schedule. UWCF was requesting \$250,000 to address food insecurity through bi-weekly food distributions and Pop-up food drops in Highlands and Hardee County. In addition, the appropriation would improve health outcomes and provide community support and resources to reduce disparity by providing community wellness navigators who attend the food distributions and food drops.

Navigators will provide resources to assist with financial stability, childcare, educational support, housing assistance, and more.

#### Facilities: Shirley Balogh

UW staff have continued discussions with LRH regarding the property they have on 98 S in Bartow. The last meeting was with their project team director and Danielle Drummond. The interest to partner is definitely there yet there is much to work out. The cost of bringing in the infrastructure as well as planning the actual property location for each structure. Recently the activity just to the south of the property has begun for a proposed apartment, restaurant and shopping area which will help bring the infrastructure closer to the LRH property. There was a meeting on February 5th with the architects for an updated planning status. The Facilities committee will take a look at the recommendations and give more information at the next board meeting.

#### Upcoming Events: Ileana Kniss

Ileana shared the following events:



- Highlands County Bayou Bash February 27<sup>th</sup> – There is a lot of excitement around the engagement in Highlands County
- Bayou Bash LGA Appreciation March 6<sup>th</sup> – A reminder that this year it changed location to the White Horse Ranch
- UWCF Annual Meeting May 13<sup>th</sup> – This year it will be during lunch time at Bonnet Springs Park

#### Success By 6: Gretchen Ceranic

Gretchen share about the expansion of services in Lake Wales. The first class will be February 26<sup>th</sup> with an infant massage class and soon a free developmental screening event. These will take place at the old YMCA building.

Board Meeting adjourned at 12:01pm

Minutes submitted by Jes Garcia

