

**Serve Idaho Commission Meeting Minutes**  
**January 21, 2021**  
**9:00 – 11:30 AM (MST)**  
**Via Zoom Conference Call**

Staff Present: Renee Bade, Kim Empey, Heather Uhi

Guests Present: Bill Hulterstrom, CEO of United Way of Utah County

Meeting called to order at 9:01 am MST by Colleen Clark

Roll Call:

- Amy Busch
- ~~— Amy Little~~
- Bill Langer
- ~~— Brady Fuller~~
- ~~— Carrie Reese~~
- Charlette Kremer
- Colleen Clark
- Dirk Marsden
- Don Heuer
- Dan Cabrera
- Farhana Hibbert
- Hillary Blackstone
- Kayeloni Scott
- Katie Mathias
- Kimber Russell
- ~~— Kristyn Carr~~
- Kristen Tracy
- Kristi Keeler
- Lisa Sánchez
- Mat Erpelding
- ~~— Skyler Jensen~~
- Susan Potucek

Review and approve agenda:

- Motion to approve agenda: Farhana Hibbert
- Second to approve agenda: Don Heuer
- Approved by a unanimous vote.

Review and approve previous meeting minutes from October 15, 2020:

- Char noted there is no adjournment time on these minutes & recommended that end time be added.
- Motion to approve meeting minutes with end time to be added: Farhana Hibbert
- Second to approve meeting minute: Kristi Keeler
- Approved by a unanimous vote.

Review and approve minutes from December 11, 2020:

- Motion to approve meeting minutes: Char Kremer
- Second to approve meeting minute: Mat Erpelding
- Approved by a unanimous vote.

Review Commissioner Engagement Form – Colleen Clark:

- This form is something that holds accountability for commissioners and has things all in one place.
- All commissioners need to sign the document by January 31, 2021 and send to Renee.
  - o Colleen will add digital signature capability and send out to the commissioners.
- Commissioners will re-sign as terms are renewed.

Recognition of outgoing commissioner Don Heuer by Colleen Clark and Kimber Russell:

- Don has done tabling events, grant review, is a great advocate with our programs, and has been a great commissioner with Serve Idaho. He will be retiring from the commission at the end of February.
- Many commissioners and staff members expressed kind words and sentiments about Don's work and service on the commission.
- Don shared some moments of his love of service and as a commissioner for Serve Idaho.

Updates to Consent Agenda:

- Char noted that President Biden is introducing another COVID relief bill and part of that bill includes elements of the CORPS act for AmeriCorps funding.

Motion to elect Brady Fuller as commission secretary:

- Motion made by: Kristen Tracy
- Seconded by: Lisa Sanchez
- Vote:
  - o Bill Langer
  - o ~~Brady Fuller~~
  - o ~~Carrie Reese~~
  - o Charlette Kremer
  - o Colleen Clark
  - o Dirk Marsden
  - o Don Heuer
  - o Farhana Hibbert
  - o Hillary Blackstone
  - o Kayeloni Scott
  - o Katie Mathias
  - o ~~Kimber Russell~~
  - o Kristen Tracy
  - o Kristi Keeler
  - o Lisa Sánchez
  - o Mat Erpelding
  - o ~~Skyler Jensen~~
  - o Susan Potucek
- Approved by a unanimous vote.

Motion to form an ad hoc committee for commission team building:

- Motion made by: Farhana Hibbert
- Seconded by: Kristen Tracy
- Vote:
  - o Bill Langer
  - ~~o Brady Fuller~~
  - ~~o Carrie Reese~~
  - o Charlette Kremer
  - o Colleen Clark
  - o Dirk Marsden
  - o Don Heuer
  - o Farhana Hibbert
  - o Hillary Blackstone
  - o Kayeloni Scott
  - o Katie Mathias
  - ~~o Kimber Russell~~
  - o Kristen Tracy
  - o Kristi Keeler
  - o Lisa Sánchez
  - o Mat Erpelding
  - ~~o Skyler Jensen~~
  - o Susan Potucek
- Approved by a unanimous vote.
- Colleen Clark, Kimber Russell, & Hillary Blackstone have already volunteered to participate; please let one of them know if you are also interested in participating on this ad hoc committee.

Motion to form an ad hoc committee for creation of the 2022-2024 State Service Plan:

- Motion made by: Charlette Kremer
- Seconded by: Dirk Marsden
- Vote:
  - o Bill Langer
  - ~~o Brady Fuller~~
  - ~~o Carrie Reese~~
  - o Charlette Kremer
  - o Colleen Clark
  - o Dirk Marsden
  - o Don Heuer
  - o Farhana Hibbert
  - o Hillary Blackstone
  - o Kayeloni Scott
  - o Katie Mathias
  - o Kimber Russell
  - o Kristen Tracy
  - o Kristi Keeler
  - o Lisa Sánchez

- Mat Erpelding
- ~~Skyler Jensen~~
- Susan Potucek
- Approved by a unanimous vote.
- Volunteers for this ad hoc committee: Colleen Clark, Susan Potucek, Kristen Tracy, Kimber Russell, Mat Erpelding.

Commission strategic planning session facilitated by Bill Hulterstrom:

### **SWOT Analysis:**

#### **SERVE IDAHO STRENGTHS**

- Strong commission, strong organizational culture
- Sound purpose
- Experienced Staff
- Diversified Commission
- Great circles of influence local and national level
- Good response to Public Health and current Pandemic- internal resource response
- AmeriCorp programs that we monitor are building and growing- sustainable
- Responding and nudging programs to address our current needs in Idaho
- Committee Flexibility
- Leadership- appointed officials and staff are very engaged and new appointees will provide great new talent
- Great recognition of volunteer work across the stage
- Quick to adapt as a commission and staff
- Leverage partnerships well
- Onboarding for new commissioners- personal and documentation
- Idaho representation on America's Service Commissions Board
- Universal passion for volunteerism across commission and staff
- Staff flexibility and innovation
- Staffs recognition/appreciation of commissioners
- Matching of assignments with commissioner strengths
- Executive Director that was nationally recognized in 2020
- Partnerships developed with other agencies, increasing visibility in the community while decreasing staff and commission workload
- We have fun together while getting work done
- Quick learners
- Thoughtful and challenging conversations with respect, civility
- Creative team with an impressive list of skills
- Very welcoming committee
- Strong relationships with other 501(c) 3 organizations promoting volunteerism - SWIDOVs, Idaho Nonprofit Center, Idaho Community Foundation, United Way network
- Strong network of commission leadership in place
- Humor
- Helping communities to identify their needs - finding resources to help them.
- Experience from commissioners in working with/for organizations that utilize volunteers.
- Having representation from the Chamber of Commerce

## SERVE IDAHO WEAKNESSES

- Lack of staffing (resources)
- Lack of funding, including state funding (resources)
- Lack of marketing bandwidth (resources)
- Challenge of name recognition
- Being part of a large state organization provides many layers between
- Lack of relationship with Governor's office - lack of identity
- Commissioner bandwidth to volunteer such as grants and site visits
- Accountability of commissioners
- Relationship with legislators
- Need more diversity in programs/grantees/focus areas
- Committee involvement with community members
- eGrants
- Limited engagement with general community members
- Inconsistent social media
- Media access challenges
- Department of Labor Bureaucracy
- Loss of members of commissioners and staff
- Staff changes (staff positions seem to be stepping stone to other upper level positions); Are we compensating staff with enough salary? Are there enough career growth and promotion opportunities for staff?

## SERVE IDAHO OPPORTUNITIES

- Opportunities for businesses and organizations to support us financially or through other means
- Link volunteers with volunteer opportunities
- Engage players in our communities
- Serve other individually, through organizations or as a group
- Build and expand partnership with Idaho Nonprofit for Awards Program
- Personal growth as Commissioners
- To work closer with Governor's Office
- Kindness within the group of commissioners and willingness to work together even with differing backgrounds and political affiliations
- Increased possibility to expand service with AmeriCorps VISTA members
- Opportunity to grow service through collaboration in Idaho alongside Mountain West AmeriCorps
- Strengthen relationship with AmeriCorps Seniors Programs (RSVP, Foster Grandparents, Senior Companion Program)
- Partnership with external organizations placing AmeriCorps members in Idaho (Montana Conservation Corps, Utah Conservation Corps)
- Show stories of what our AmeriCorps members are doing throughout the state in response to COVID. Highlight the essential work they provide.
- In kind donations need understand who is providing what an when from a corporate giving cycle- better long term projection and planning
- More clear and robust programmatic outlines to help with grantee proposals
- Attaining the volunteer generation fund grant
- CNCS to assist in grant outcome training and reporting processes
- Commissioner connections to legislators
- Working to remove tax on education award
- Convince Education Board to match education award
- Consistent media messaging

- Developing media partners
- Getting Volunteer Generation Fund funding
- Broader reach
- New strategic plan!
- Commissioner Team building
- New connection to Governor's office

## **SERVE IDAHO THREATS**

- Stability of funding and federal changes
- Governor decides not to sign executive order again
- Excessive commissioner turnover/loss of key people
- National emergency
- Not having a sufficient number of non-profit grantees
- Non-profit bandwidth
- New regulations
- Uncertain economic environment
- Loss of financial support from business, organizations
- Challenge to recruit commissioners/retain key skills
- Complexities in applying for and hosting an AmeriCorps grant - JEDI in grantmaking
- Not having a plan in place to prepare for additional funding. Instead of being proactive being reactive with funding.
- Bureaucracy
- Staff turnover
- Local elected officials not understanding our vision and missions- advocacy
- Appropriations of funds from federal funds in regard to the revenue streams into Idaho - Example: EdAward
- Smaller communities still are undervalued and underrepresented- need assistance to partner with other communities to build capacity
- Leveraging partnerships such as Tribal as legislations and dynamics do not align at all times
- Diversity and Inclusion is not where it needs to be in Idaho- funding source issue

## **Big Ideas for next 3 years:**

1. Increased affiliation with media statewide
2. Grow Commission to be more representative (including more interaction with local labor organizations)
3. Get back to what we used to do
4. Idaho #1 In nation for volunteerism
5. Statewide recognition of Serve Idaho (who we are and what we do)
6. Serve Idaho to serve as content expert for volunteerism (and be universally utilized across the state)
7. Educate students on service and volunteerism (and connect them to good jobs)
8. See volunteerism supported at a broader scope by organizations and businesses (matching funds to Serve Idaho, volunteer time allowed/promoted through work)
9. Serve Idaho staff fully supported (growth opportunities)
10. Meeting capacity of AmeriCorps sites across the state
11. Greater outreach with retirees
12. Funding stability (endowment)

13. Increased staffing (competitive pay)
14. Marketing Team (independent of IDOL)
15. Commission report to Governor
16. Staff become classified state employees
17. Unite communities without discrimination
18. Make AmeriCorps more inclusive (increased living allowance to increase opportunity for those to serve)
19. Robust training for members (including training about the community they will serve in)
20. Partner with other State Commissions
21. Provide training to Legislature about all State Commissions
22. Pass the Corps Act
23. Simplify grant application and management process
24. AmeriCorps program in every cabinet level department that was viewed as priceless by the cabinet leadership
25. Relationship with Governor's Office
26. Make it easy for people to become AmeriCorps members.
27. Make it easy for organizations to have AmeriCorps members (AmeriCorps Fellows program hosted by Serve Idaho)
28. Serve Idaho known to Idaho nonprofit community (as a resource for struggling nonprofits)
29. Governor engaged in service
30. Increase use of social media to share impact of service
31. Tik Tok Account
32. LinkedIn Account
33. Dedicated staff for volunteer initiatives (VGF)
34. Increase National Service in Idaho (4 AmeriCorps Competitive Grants)
35. More Staff to oversee subgrantees
36. Identify business partner champion (funding and support for Serve Idaho initiatives)
37. Partnership with Idaho Community Foundation (funding as match for small organizations that want AmeriCorps members)

Agenda Items for next Commission Meeting:

- Char asked to address the Serve Idaho mission statement and revisit the word "solve" for wordsmithing.

Miscellaneous Success Stories:

- Kristi shared a story of aiding an accident victim on the highway and using her Serve Idaho blanket to provide warmth & comfort for them while waiting for Life Flight to arrive.
- Lisa shared the importance of changing self-talk and being fair to yourself in order to serve the community better.

A motion to conclude meeting made by: Charlette Kremer

- Motion seconded by: Kristi Keeler
- Approved by a unanimous vote.

Meeting dismissed by Chair Kimber Russell at 11:33 am MST

Minutes respectfully submitted by Kimberly Empey.