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Community Service Association • 4100 Normal Street • San Diego, CA 92103-2682

January 29, 2015

## MINUTES

A special subcommittee meeting of the Executive Board of COMMUNITY SERVICE ASSOCIATION (CSA) was held on Thursday, January 29, 2015, at Maintenance & Operations Center, Executive Conference Room 1. Chairperson Ortler called the meeting to order at 4:10 p.m. and thanked the subcommittee meeting members for coming to the meeting.

**Opening Remarks and Meeting Protocol:** Ortler gave opening remarks regarding the purpose of the subcommittee meeting to plan for the meeting with Superintendent Marten at the CSA February 19 meeting to discuss her request to add United Way to the CSA Payroll Deduction form. He also outlined protocol for CSA Board Members to follow during that meeting. Superintendent Marten is being given this opportunity to share her vision regarding community partnerships and her request for CSA to include United Way's City Heights Partnership for Children during the annual membership campaign next fall. Superintendent Marten requested 15 minutes for her presentation, and she will be available for an additional 20 minutes to answer questions regarding the plan.

**Review History of United Way Requests & CSA Actions Taken:** Ortler reviewed the history of the United Way verbal proposal first brought to the attention of CSA in December 2013 and the CSA actions taken since that time. A special meeting was held on March 19, 2014, with Holly Baughman, Vice President of Resource and Development for United Way of San Diego County. Mrs. Baughman pointed out that in 2004-05 United Way changed their focus and wanted to make an impact on programs and strategies regarding homelessness, child abuse and financial stability. At that meeting Baughman also shared information regarding United Way partnerships with other agencies including Rady's Children's Hospital, and a three-way partnership with the City of Chula Vista, Chula Vista Elementary School District and United Way. CSA officers and staff developed a set of questions to ask these agencies regarding their partnerships with United Way. Ortler and Fettig contacted these agencies as well as the County Employees Charitable Organization that also has a partnership with United Way. After sharing the results of the questionnaire with CSA Board Members at the June 5, 2014, meeting, a letter was sent to Mrs. Baughman requesting a written proposal from United Way for review at the CSA in September 2014. As of this date, no response to that letter has been received.

**Growing CSA:** CSA membership and donations have been steadily decreasing over the last several years. Ortler then reviewed some of the actions taken to grow CSA membership.

- ✓ The CSA Payroll Deduction Form has been revised, the Mission Statement has been updated, and membership forms have been made available online.
- ✓ A monthly newsletter was launched in June 2014 to spotlight agencies receiving grant funding from the CSA Board of Directors and is emailed to all members and is also being made available to all employees on the district website.
- ✓ CSA staff have manned booths at the Back to School meeting in August 2014 as well as Open Enrollment Health & Lifestyle Expos at the Education Center and a Health Fair at PPO.
- ✓ We looked at CSA Board Members being more active in promoting CSA at their work sites.

**Prepare CSA Remarks/Proposals for February 19 Meeting:** Specifically, Superintendent Marten requested United Way be added to the CSA Payroll Deduction Form. Subcommittee members thought that might be confusing for district staff members and instead suggested adding United Way information to the Donor Specified Designation Form. Ortler will work on a draft designation form for board members to review. Subcommittee members also agreed to ask if the Superintendent would be willing to send an all-district email, post a video on the district website or send an automated phone message to district staff in support of CSA. In addition, could CSA have access to a bulletin board or display case in the Ed Center at the time of our membership campaign? Subcommittee members were requested to send Ortler by the following week any additional questions they might think of following this meeting.

**Select Spokesperson(s) for Feb. 19 Meeting with Superintendent Marten:** Ortler suggested that there be one voice to represent the group and asked if anyone in attendance would like to be the spokesperson. Subcommittee members agreed with Ortler's suggestion and, since he is the CSA Chairperson, suggested that he be the spokesperson along with assistance from Vice-Chairperson Ward. It was also agreed that during the last 5 minutes of the allotted time for questions and answers, CSA Board Members may ask questions they might have.

Meeting was adjourned at 6:00 p.m.

Michele Fettig  
Secretary/Treasurer

Subcommittee Members: Chairperson Ortler, Vice-Chairperson Ward  
Members Ahlgren, Felix, and Wood