

MINUTES
GOVERNOR'S TASK FORCE ON
ENDOWMENTS AND PHILANTHROPY

Department of Labor Conference Room
 Thursday, July 20, 2006

Members Present:

Sue Talbot, Chair	Brian Magee
Barbara Anthony	Tim McCauley
Sid Armstrong	Galen McKibben
Dale Burgeson	Jodi Medlar (MCF)
Linda Carlson	Sharen Peters
Linda Coulston	Dennis Peterson
Steve Daniels	Bill Pratt
Spence Hegstad	Peter Sullivan
Amy Kelley	Josh Turner
Jean Jenkins	

APPROVAL OF JUNE MINUTES

There were no errors or changes noted. Peter moved to accept the minutes as distributed; Galen seconded the motion. The group unanimously approved by voice vote.

FINANCIAL REPORT

The monthly Statement of Activities prepared by the Montana Community Foundation for June 1 through June 30, 2006, showed \$1,500 in new contributions (\$1,000 from the University of Montana Foundation and \$500 from the United Way of Missoula County) and \$0 in expenses for an ending fund balance of \$7,846.20.

Sue reminded that additional money will need to be raised for the Governor's Conversation, and that the Steering Committee assigned a subcommittee to that task already. She hoped that Task Force members would be willing to help with phone calls, etc.

As far as lobbying expenses are concerned, Sue reported that she'd received two messages from Linda Reed informing her that the Montana Community Foundation had signed a contract with Aidan Myhre to be the lobbyist, that the Community Foundation was going to pay the entire \$10,000 fee, and that they had found a legislator to carry the tax credit bill. After much discussion, the Task Force indicated concern about this and asked the Chair to meet with Linda about her proposal and actions. The primary concerns raised were threefold: that Task Force members already have been fundraising (and have received contributions) based on the understanding that the Task Force would hire Aidan as its lobbyist; concern that because the legislative strategy for renewing the tax credit has not been decided, the Task Force would lose control over that strategy if it is not paying for the lobbyist directly; and concern over the need for any legislative strategy to be coordinated with the Governor's Office, including who the bill sponsors should be. There was also some discussion about what is the appropriate relationship between the Task Force and MCF as its fiscal sponsor. **(NOTE: Linda Reed would like to make a presentation to the Task Force at the August meeting about this subject.)**

The members present decided to propose a motion:

Whereas the history and purpose of the Task Force has been a collaboration between state, private, and nonprofit sectors, therefore be it resolved that all members pledge

never to act unilaterally for or on behalf of the entire Task Force unless specifically designated by the Task Force membership.

Dennis made the motion; Dale seconded it. The motion passed unanimously.

MONTANA NONPROFIT ASSOCIATION ANNUAL CONFERENCE

Brian gave an update on the planning for MNA's September 25-27 conference, to be held at the Red Lion Inn in Helena. They anticipate 3-400 participants, and all speakers, sponsors, and vendors are lined up. The closing address will be centered around the Philanthropic Divide, with Rich Cohen (National Committee for Responsive Philanthropy) as moderator of a panel of funders and foundations.

The theme this year is "Vision and Voice." Keynote speakers include Lois Gibbs, Executive Director of the Center for Health Environment and Justice and famous for her citizen activism around toxic waste at Love Canal in the 1970s; and Montana Attorney General Mike McGrath, who will talk about their role in enforcement of nonprofit law given recent actions by the U.S. Senate. Brian added that there will be a reception at the Holter Museum in Helena on Tuesday night.

Brian said that as a "Break Sponsor," the Task Force has great visibility opportunities. He suggested that the long, half-hour break before the final panel would be an ideal time to acknowledge the Task Force before the full group. All thought that a very good idea. Brian also suggested that, depending on the status of the tax credit bill at the time, we could include information about it in the conference packet.

Sue reiterated and seconded Judy Wing's recommendation that organizations send their board members. Dennis reported that the Montana Hospital Association timed its fall meeting to be in conjunction with the MNA conference.

WEB SITE AND LISTSERVE

Galen reported that he is working on a redesign of the home page – one that does not use Java Script, which gave some people trouble with the current version. There are two other changes he's making:

1. a new style of navigation, with mouse-over drop-down boxes showing submenu choices; and
2. a new planned giving page, using the same mouse-over drop-down boxes to fit more information onto the screen without the viewer having to scroll down.

There was some discussion of the planned giving page. Sid didn't like the fact that it doesn't reference endowments. Sharen would like to clarify that a donor can do either – make a gift to an endowment or an outright gift to an organization if their priority is different. It just needs to be really clear that if the donation is for the purpose of obtaining the tax credit, then it needs to be a planned gift. Amy noted that at the February meeting we'd decided to change the navigation wording on the home page:

(From the Feb. minutes): Alberta suggested that the "Montana Endowment Tax Credit" should be its own button on the home page. All agreed. Galen will remove from the home page the current buttons for "Impact of the Tax Credit" and "Who Benefits." They should be made sub pages of the "Montana Endowment Tax Credit" page. The information currently on the "Impacts" page could be modified with the addition of an introductory paragraph explaining what the tax credit is.

The group had also decided that there should be “John and Mary”-type story examples accompanying the explanations of the different types of gift vehicles. **Dennis and Dale will continue to work on that and will send new text to Galen.**

Sid requested that the legislative page be changed to remove all references to the special session legislation – it confuses people greatly. She suggested there could be a brief paragraph about the 2002 special session in which the tax credit rates were changed but then restored by the 2003 legislature. **Sid will write that paragraph and send it to Galen.**

Galen said that the new site can be viewed at www.EndowMontana.org/new

LIST SERVE

Amy reported that she wrote the first e-newsletter, compiling information from Sid and others, and Brian e-mailed it to the list. **If any Task Force member did NOT receive that e-mailing, send Brian an e-mail to get your name on the list.** He reported that the list is up to 175 subscribers. Amy asked whether we should be sending out an e-newsletter after every Task Force meeting; it was decided that one should NOT be sent out unless there is something new to report. **If the Governor’s Conversation Steering Committee has any information they’d like to post, they should contact Amy and she’ll make sure another e-newsletter goes out.**

TEN-YEAR REPORT

Galen said that a pdf of the draft report can be viewed at www.EndowMontana.org/new by clicking on “About the Task Force.” He projected the draft report on a screen for the members to view. All liked the new cover with lots of images within the shape of the state. Other feedback:

- **the inside pages need more images.** One suggestion was to have a strip of images along the bottom of each page, like the Task Force brochure.
- Dennis noted that it can be more pages – Blue Cross agreed to print a **16-page report**, while this is only 8. So there is lots of room for more images or graphic details.

Barb will proofread the report, as will Amy. Sue would like all changes made and printed before the fall. Galen said that is doable.

GOVERNOR’S CONVERSATION

Josh and Sid reported that the first Steering Committee meeting was held, with Steve Browning chairing. Most of the meeting covered what a conversation is, how it should work, etc. They established four working groups:

1. Agenda Planning – will focus on the content and identify/recruit speakers/facilitators, etc.
2. Tax Credit Legislation – Mike Halligan will chair this group, which will coordinate with the Governor’s office on potential bill sponsors, what form the bill might take, etc. Conversation participants will have input/discussion on this subject.
3. Briefing Paper/Background Materials – will help Josh compile this information, dependent on the Agenda Committee.
4. Fundraising –Linda Carlson will chair.

Sue noted that all members should help think of financial sponsors for the event. Sid added that **any pitch to a potential sponsor should make the point that the sponsors will be recognized in the materials handed out, so that the sponsorship can be taken from the marketing budget.**

The next Steering Committee meeting is scheduled for August 15th. Sid noted that any Task Force member is welcome to participate.

Brian asked for clarification on the group looking at the tax credit – is that a subcommittee of the Task Force or of the Steering Committee? Sid said the latter, although some of the members are Task Force members. She said the idea is that the Conversation participants would make recommendations to the Governor and the Task Force. Brian pointed out that we'll want to be discussing the future of the tax credit well before the November Conversation. There was some concern that decisions regarding the tax credit would be relegated to the Steering Committee rather than the Task Force. Sid said that was not the intention. **It was decided that the subcommittee would make a presentation to the Task Force at the August meeting.**

NEXT MEETING

It was agreed that the next meeting would be held on the regular third Thursday, which is **August 17th**. Sid has already reserved the **Department of Labor** meeting room (on Lockett, behind the capitol and immediately next door to the Northwest Power Planning and Conservation Council).

The meeting adjourned at 12:45 p.m.