

OWENSBORO BOARD OF COMMISSIONERS

Work Session

September 10, 2019 12:00 PM

Owensboro City Hall
101 E. 4th Street
Owensboro, Kentucky

1. CALL TO ORDER - Mayor Tom Watson

2. UNITED WAY UPDATE – An update on United Way was given (attached). David Ross, President/CEO, explained that the City contributes to United Way (UW) and, in turn to try and keep the politics out of the funding, the United Way identifies agencies in the community that are providing an identified community need, with local service, local dollars and local oversight to use that funding.

Mr. Doug Eberhart, Executive Vice President, briefed the Commission on the history, goals, structure, the 21,737 services, program reviews and financial reviews of United Way. UW holds the agencies accountable by comparing their program mission, design and costs, objectives, outcomes, yearly comparison, number of clients served and access to services. They also conduct a thorough financial review. If the program is not performing to UW requirements, they could be funded with recommendations, with conditions or the funding withheld until conditions are met. Commissioner Smith-Wright asked the outcome if an individual specifies their donation to a specific agency and that agency is not funded by the United Way. Mr. Eberhart said the donor will be contacted and informed. Mayor Pro Tem Maglinger asked for an explanation of a “program”. Mr. Eberhart used Audubon Area as an example, stating they have many different areas under their umbrella and an individual program would include Foster Grandparents, Head Start program or Senior Companion program. Mentor Kids of KY would be considered a single program. An agency submits their budget through the application process and if funded, they are permitted to allocate their funds within the parameters of their funding request. UW is looking to strengthen program outcomes in upcoming years. Each agency has to have an identified program to be eligible for funding. Commissioner Sanford asked who an agency needs to contact to be on the funding consideration list; Mr. Eberhart is the new contact. The list is currently closed, however, as more revenue is generated, the list could open, at the discretion of the UW Board of Directors. Commissioner Conder asked what caused the loss of revenue between 2019 and 2018. Mr. Eberhart explained that two major corporate donors changed the way they raised funds and it directly impacted UW to a loss of \$160,000. Money is raised before the funding allocations are decided. Mayor Watson asked if national organizations are funded the same way as local organizations. Mr. Eberhart explained that UW assures that the funds received by agencies are proportional to the services they are providing to the community. UW’s administrative costs are funded from what is raised throughout the entire GRADD region. Mr. Eberhart added that the agencies should be raising funds on their own and identifying a way to not rely on UW for funding in the future. Mayor Watson would like to see the analytics used to determine that end result. He also asked how they determine an acceptable outcome of the agency

services. The agency determines their objectives and outcomes, UW decides if they fall within the scope of the acceptable areas and if they are making a difference. Joanne Shake, Board Chair, explained that in her previous role on the Allocation/Investment Committee, they looked at the overall agency picture including how much money they had in reserves. The Committee analyzes the best way to serve the most people in the community and where the greatest need can be met with their investments. Mr. Ross stated if the Board decides to open up a particular area for new agency applications, it will be publicized in the newspaper and social media to give all agencies an opportunity to apply. Mr. Ross further explained that the 2-1-1 project serves every county in the GRADD district and each county pays their portion of the expense of the program. The 2-1-1 service line has the potential to generate revenue for the area. In other areas, partnerships are being made and revenue is being generated from that partnership. Also, UW is working on state-wide level to enter into a new partnership with the Cabinet for Families and Children/Social Services. The goal is that 2-1-1 will be linked to other social services so that people can go to various places to qualify for the services that are available to them, determine eligibility and be placed in those particular programs. Some programs that receive UW funding are able to receive a 4-1 federal match. Some programs are restricted from fundraising if they receive federal funding and in that situation, UW provides the match so they can continue to receive federal dollars. Mr. Ross asked the preference on how the Commission would like to receive future reports. Mayor Watson requested they be submitted to the Commission in a format that they believe to be the best method of disseminating the data.

3. CITY PROJECT LIST – There was brief discussion on the bridge lighting and the dog park.

4. ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 12:58 p.m. upon motion of Mayor Watson with a second by Commissioner Sanford.

Thomas H. Watson, Mayor

ATTEST:

Beth Cecil, City Clerk