Minutes

ASSET Board
United Way of Story County
315 Clark Avenue, Ames, IA 50010
April 9, 2026, at 5:00 p.m.

In Attendance: Pa Goldbeck, Linda Hagedorn, Becky Harker, Sandra King, Sarah Mansell, Jess Peebler, Aidan Shervheim, Ron Smith, Thomas Stein, Ashley Thompson, Beth Waage
Virtual: Shamaree Brown, Emma Cassabaum, Biswa Das, Kathy Guillen, Nick Joos, Karen Kiel Rosser, Moriah Morgan, Juliana Nnoko, Amy Shaw, Misty Zimmerman, Liz Zuercher

CALL TO ORDER
The meeting was called to order at 5:04 pm by Linda Hagedorn, Chair.

PUBLIC FORUM
None

APPROVALS

- Approval of February 12, 2026, ASSET Board Meeting Minutes
- King to correct the motion to adjourn from "King" to "Waage."
- Motion by Harker, seconded by Waage to approve February 12, 2026, ASSET Board Meeting Minutes with the noted correction. Motion approved unanimously.

TREASURERS REPORT
Smith reported a balance of $2131.02. He noted a $504.00 bill upcoming in April for the Story County ASSET website.

REPORTS
Administrative Team
United Way of Story County: Thompson provided an update on program changes to the Women United program, which is being reimagined to now offer "Hub Nights", open to Story County community members that will be held at least quarterly and will include educational sessions on a variety of financial literacy and related topics. Additionally, a new matched savings program has been launched, with a July start date. The program will initially serve up to 10 eligible Story County households, with UWSC matching participant savings 1:1. Harker asked how Story County community members/households become participants. Thompson responded that Hub Nights will serve as an entry point for

interested individuals to connect with staff and determine potential eligibility and other requirements.

UWSC will be hosting its annual Partner Agency Leaders Meeting next Thursday at Bertha Bartlett Public Library in Story City.

UWSC, along with the City of Ames, continues to hold FY 2025-26 funding for NAMI Central Iowa until audits and other required documents are submitted and reviewed by the UWSC Finance Committee and Board of Directors. NAMI leadership shared via email to Thompson and Goldbeck in late March that one of the outstanding required documents will be completed in the first week of April.

Story County: King shared the County is working on website with consultant, plans to look into the ASSET website at the same time. Josh Oren plans to offer education to the public about shelter tenant/homelessness

City of Ames: Goldbeck shared that the FY 2026/27 ASSET contracts will be mailed soon to agencies. Heartland requested to reallocate funding into adult daycare centers. This request will go to City Council for consideration at the end of April . ChildServe also made a reallocation request shifting funding from daycare infant to daycare childcare. This request will also go to City Council for consideration at the end of April. Goldbeck reminded the group about the nonprofit trainings happening in April. Goldbeck reported that about 20 individuals have signed up for conflict resolution. Goldbeck reminded the board about the May 27th 1-3 pm Ames Public Library event where there will be updates on the progress made on the homelessness action plan. This event will be an opportunity for community members to learn more about what the city and other organizations are doing.

Iowa State University Student Government: Shaw shared that ISU Student Government will be determining a new non-profit student representative soon.

Volunteers: No updates provided.

OLD BUSINESS

SWOT Analysis Goldbeck announced the completion of three group analyses. Online responses are closed. The next board meeting, May 14, 2026, will be a joint funder session focused on processing the SWOT Analysis Reports and formulating goals. The location of the meeting will be the City of Ames Water Treatment Plant since that is a larger room and can accommodate a large group. Goldbeck also reported that ASSET agencies have received a short feedback questionnaire about their experience participating in ASSET.

NEW BUSINESS

Update on e-CImpact

Goldbeck reminded the group that conversations around leveraging technology have occurred several times in the past, and that specifically this past fall, Goldbeck has explored various grants management platforms — with the goal of streamlining the ASSET process for agencies, funders, and volunteers. Goldbeck shared that funder staff recently reviewed several platforms, including ZoomGrants and e-CImpact, and determined that e-CImpact was the most viable option for the overall ASSET process. Thompson shared that e-CImpact, a grants management platform developed by Seabrooks, is widely used by other United Ways across the country, as well as numerous "ASSET-like" groups. Thompson commented that live and recorded demos of the e-CImpact platform have been presented to funder staff and the ASSET Administrative Team and that this group has previously stated their support in proceeding with an agreement through a vote at last month's meeting. ASSET funder staff and their respective boards have been working through contract review. In alignment with the process ASSET utilizes for Scorecard, UWSC will serve as the primary organization on the agreement, with the remaining funders serving as sublicensees. UWSC is hopeful to execute the contract within the next one to two weeks, with a projected launch of June or July.

Shervheim asked whether the contract is structured as an annual agreement. Thompson responded that the current agreement being finalized. It is a two-year contract.

Vote on Board Officers Motion by Joos, seconded by Shervheim, to accept the proposed officers. Motion unanimously passed. Linda Hagedorn as Chair, Liz Zuercher as Vice Chair, and Ron Smith as Treasurer.

ADDITIONAL ITEMS

None

ADJOURNMENT

Motion by Hagedorn, seconded by Shervheim to adjourn. Motion unanimously passed to adjourn at 5:38 pm.