

# Children's Trust Fund of Michigan



Children's Trust Fund  
Protecting Michigan's Children

## Board of Directors Regular Meeting April 13, 2016, 1:30p.m. to 3:00p.m. Jackson National Life Insurance Company 8 Corporate Way Lansing, Michigan 48951 Minutes

**Members Present:** Lori Wortz, John Brown, Keith Disselkoen, Lena Epstein, Bill Hardiman, Karl Ieuter, Shelly Kester, Mark McDaniel, Deb Shaughnessy, Kim Vetter

**Members Not Present:** Susan Broman, Andra Rush, Vivek Sankaran, Rashmi Travis,

**Staff Present:** Mike Foley, Patricia Headley, Emily Schuster-Wachsberger

1. **Welcome and Call to Order:** Meeting was called to order by Chairperson Lori Wortz at 1:45 PM. Noted: Keith Disselkoen introduced Kim Vetter who will be the new law enforcement board representative moving forward.
2. **Minutes:** Motion to approve the Minutes from the December 9, 2015 board meeting was made by Deb Shaughnessy and seconded by Karl Ieuter. The motion passed unanimously.
3. **Financial Report**
  - a. **Revenue and Expenses**
    - i. To date there are no financial “surprises” in the 2016 fiscal year. CTF’s budget is currently in line with where it is expected to be at the end of the 2<sup>nd</sup> quarter, 2016.
    - ii. MDHHS enabled CTF to acquire some Title IV-B money which has pushed the CTF cash reserves total to approximately \$2.2M.
  - b. **Ad-Hoc Committee Report**
    - i. Prior to this board meeting the Ad-Hoc Finance committee held discussions regarding what a recommended reserves amount should be as well as what to do with the current pool of money. Conservative fiscal strategies with minimal risk were considered to assure sound financial decisions.
    - ii. *A motion was made by John Brown and seconded by Mark McDaniel to approve a designated amount of \$600K - \$700K to be the dollar amount maintained in the CTF cash reserve account. The motion passed unanimously.*
    - iii. With \$2.2M currently in cash reserves the Ad-Hoc committee recommended that 2 additional direct services grants be added to the 2017 budget. The recommendation also included using \$55,000 for a competitive process to provide the opportunity for Councils to move up in the Tier structure – either from Tier I to Tier II or Tier II to Tier III. *A motion was made by John Brown and seconded by Mark McDaniel to approve these described recommendations. The motion passed unanimously.*
  - c. **2017 Budget Review and Approval for CBCAP Grant Application**

- i. An initial budget for 2017 was created in order to complete the current CBCAP grant application which has an early June, 2016 deadline. The board's discussion included an understanding that moving forward this budget may need to be modified as warranted. *A motion to approve this budget was made by Deb Shaughnessy and seconded by Karl Ieuter. The motion passed unanimously.*

**4. Fund Development: Patricia Headley reported the following -**

**a. The Tax Campaign**

- i. As of the end of March, 2016 CTF has raised approximately \$25K from the campaign. That amount is less than what was donated at the same time last year. The state recently changed its rules to reflect that charities must collect a minimum of \$50K in order to remain on form 4642 as a charity donation option. CTF will continue to monitor the tax campaign contributions. Future discussion about the campaign to take place after the tax season is completed.

**b. The License Plate Campaign**

- i. CTF is on target this year to collect between \$110K and \$130K. The license continues to be a steady fundraising tool for CTF.

**c. The Pam Posthumus Signature Auction Event**

- i. Both live and silent auction items continue to be collected. We would like to minimally meet or certainly exceed last year's auction contributions.
- ii. This year, with final approvals the event will have online registration, cash donations and mobile bidding for the silent auction through "501 Auctions." This online system has the potential to increase the number of bids and amounts collected. For those who don't preregister for the silent auction, there will be I-pads and people available to provide assistance at the event itself. The goal is that the silent auction will be live no later than the Friday prior to the event (May 13, 2016). Subsequent to the board meeting all approvals were given and CTF is currently completing software tasks to enable the system to go online as planned.
- iii. Mark McDaniel, is the 2016 designee to receive this year's Michigan Children's Advocate Award at the Pam Posthumus Signature Auction Event. He expressed appreciation for being given this honor.
- iv. Patricia remarked about the terrific work being done by the Marketing Media Committee for the auction. Examples include articles in Lansing Women's Magazine and Dome Magazine. There is also a (10, 20 and 30 second) PSA being played on the WLNS television station.

**d. Other Fundraising Activities**

- i. The estate of former Michigan House Speaker Curtis Hertel has designated CTF as the charity of choice to receive donations in memory of the late legislator.
- ii. The Kappa Delta, Wayne State University sorority has donated \$5K to CTF through their fundraising efforts. Lori suggested that they be invited to the Signature Auction Event.

**5. Director's Report: Mike Foley reported the following -**

- a. The latest CTF Biennial Plan and Report has been sent to the printer.

- b. Mike and Scott Addison are conducting Direct Services grantee visits which have been positive.
  - c. This summer the annual Local Council regional meetings will take place. Board members are invited to attend. Please contact Emily Schuster-Wachsberger with your R.S.V.P. and/or with any questions about the meetings. They will take place at the following dates and locations:
    - i. Southeast – Tuesday, June 28<sup>th</sup> at the Washtenaw LRC, 4135 Washtenaw Ave, Ann Arbor, MI, 48108
    - ii. West – Wednesday, July 13<sup>th</sup> at 1268 East Newell, White Cloud, MI 49349
    - iii. Southwest – Thursday, July 14<sup>th</sup> at 370 East Chicago St., Coldwater, 49036
    - iv. Northern Lower Peninsula – Tuesday, August 2<sup>nd</sup> at DHHS, 931 S. Otsego Ave, Gaylord, MI 49735
    - v. East – Wednesday, August 3<sup>rd</sup> at 1311 North Michigan Ave, Saginaw , MI 48602
    - vi. Eastern Upper Peninsula – Tuesday, August 23<sup>rd</sup> at the Village Inn of Newberry 7552 M 123 Newberry, MI 49868
    - vii. Western Upper Peninsula – Thursday, August 25<sup>th</sup> at RESA, 321 East Ohio Street, Marquette, MI 49855
  - d. The CTF promotional video is in the process of being completed. If completed by the auction there may be an opportunity to have it be showing as a continuous loop on a television screen in the Lansing Center lobby.
  - e. Emily spoke about the upcoming April 19<sup>th</sup> Prevention Awareness Day rally event.
  - f. Mike is now part of a state committee to explore how Adverse Childhood Experiences (ACEs) can impact medical policy.
6. **Adjourn:** A motion was made at 3:05pm by John Brown and seconded by Bill Hardiman to adjourn the April 13, 2016 Board of Directors’ Meeting. The motion passed unanimously.