

# Children's Trust Fund of Michigan



Children's Trust Fund  
Protecting Michigan's Children

## Board of Directors Regular Meeting September 28, 2016, 1:30p.m. to 3:00p.m. Jackson National Life Insurance Company 8 Corporate Way Lansing, Michigan 48951 Minutes

**Members Present:** Stan Hannah, Bill Hardiman, Alisande Henry, Karl Ieuter, Mark McDaniel, Sgt. Kim Vetter, Lori Wortz,

**Members Not Present:** Susan Broman, Lena Epstein, Shelly Kester, Lauren Rakolta, Andra Rush, Vivek Sankaran, Deb Shaughnessy,

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

1. **Welcome and Call to Order:** Meeting was called to order by Lori Wortz at 1:40 PM. Noted: This was Stan Hannah's first CTF board meeting.
2. **Minutes:** Motion to approve the Minutes from the June 6, 2016 board meeting was made by Mark McDaniel and seconded by Sgt. Kim Vetter. The motion passed unanimously.
3. **Financial Report**
  - a. **Revenue and Expenses**
    - i. Currently, actual CTF year-end revenue and expenses projections show that CTF is within \$3K of the budget.
    - ii. CTF anticipates receiving federal Title IV B (subpart 2) dollars through a journal voucher from DHHS. This additional funding will leave CTF with considerable cash reserves over the \$700K limit that the board would like it to be.
    - iii. The board is seeking volunteers for an ad hoc committee to discuss Direct Services and Local Council grant opportunities resulting from the cash reserves overage as described in the previous bullet point. Volunteers for this committee included; Stan Hannah, Bill Hardiman, Kim Vetter and Lori Wortz. Preliminary suggestions for use of these dollars included; additional Direct Services grants, demonstration grants (e.g. home visitation), special initiatives (e.g. shaken baby syndrome) and additional opportunities for Local Councils.
  - b. **Local Council Tier Competition**
    - i. A total of 13 applications were received for the Local Council tier promotion competition with 8 approved.
    - ii. A formal motion to approve the expending of \$65K to promote 3 tier I to tier II councils (Delta, Ogemaw and St. Joseph) and 5 tier II to tier III councils (Barry, Charlevoix/Emmett, Gratiot, Livingston and Ottawa) was made by Bill Hardiman and seconded by Alisande Henry, and was passed unanimously.

- iii. Mike expressed appreciation to CTF board Deb Shaughnessy for her participation in the tier competition process.

**c. Direct Services Grants**

- i. There are currently 22 Direct Services grant applications for review. Review rating teams have been established and those reviews will take place during October, 2016.
- ii. It is anticipated that in November a board subcommittee will come together to make Direct Services application recommendations which will then be presented at the December board meeting.

**4. Fund Development:**

**a. Marketing and Communications**

- i. Recently CTF met with Tiffany Dowling, CEO of the M3 group regarding marketing campaign opportunities. The company had created a draft proposal which was presented to the board.
- ii. Discussion points followed which included: Whether this is a feasible option for CTF; that this would need to be a competitive bid process if pursued; and the target audience for any branding campaign would need to be clearly defined.
- iii. The board determined to keep this on the 'radar screen' for future consideration.

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

- a. Mike participates in an inter-disciplinary workgroup which is currently looking at how to reach out to the medical community to incorporate ACE study questions within Medicaid assessments. A grant has been submitted which would, if awarded, provide resources to help further engage the medical community about the importance of ACEs in their medical practice.
- b. PCAA is funding 3 states including Michigan to assist in advocacy work for the federal home visitation reauthorization. Michigan's Children, CTF's PCAA state partner is the recipient of these funds.
- c. CTF is exploring the feasibility of a limited-term contract with MPHI to provide technical support and assistance to CTF's home visitation programs.
- d. Mike and Emily are now certified by PCAA to lead facilitated sessions for the Resilience movie, a documentary that examines national prevention strategies with trauma-informed approaches.

**6. Other Reports**

- a. Prevention Awareness Day has been scheduled for Thursday, April 27, 2017. Board members are encouraged to attend. A meeting notice will be sent to the board membership.
- b. Karl Ieuter noted that he'd like to be added to the board's program committee for this upcoming year.

- 7. Adjourn:** A motion to adjourn was made by Kim Vetter and seconded by Mark McDaniel with the motion being passed unanimously. Lori Wortz adjourned the meeting at 2:53 PM. The next CTF board meeting is scheduled for Wednesday, December 14, 2016.