



Children's Trust Fund
Protecting Michigan's Children

Board of Directors Virtual Meeting

July 16, 2020

1:30 p.m. – 3:30 p.m.

Minutes

Members Present: Tammy Bernier, Rabbi Amy Bigman, Willie Dubas, Stan Hannah, Bill Hardiman, Kelle Jo Ilitch, Amy Tattrie Loepf, Sgt. Martin Miller, Lauren Rakolta, Alisande Shrewsbury, Jill Simms, David Zyble

Members Not Present: Orlando Todd, Kathleen Trott

Guest Speakers: Lan Chen, Woody Tyler and Nicholas Whitman (Treasury Dept). Michelle Boggs (Preus-Hecker LLC Contractor)

Public: N/A

Staff Present: Suzanne Greenberg, Heidi Coggins, Alan Stokes, Emily Schuster-Wachsberger

1. Welcome and Call to Order: Amy Tattrie Loepf

a. The meeting was called to order by Board Chair, Amy Tattrie Loepf, at 1:33 p.m.

2. Minutes: Motion to approve the May 21, 2020, minutes was made by Jill Simms and seconded by Lauren Rakolta. The motion passed unanimously.

3. Treasury Report: Lan Chen, Woody Tyler and Nicholas Whitman

- a. A slide presentation was shared. Highlights included:
- i. The portfolio market value has remained at or above \$26M since 2017.
 - ii. The cash disbursement to CTF this year is approximately \$1.3M
 - iii. Moving forward, due to current market conditions influenced by the COVID-19 pandemic, investments will be redistributed to minimize risk.

4. Board Chair Report: Amy Tattrie Loepf

- a. Executive Committee:
- i. Moving forward, individual committees are to have their respective meeting notes completed and shared with the entire board in advance of the larger board meeting.
 - ii. CTF will be increasing public awareness of the CTF board through social media and the CTF website. Each board member will highlight their passion for our mission.
- b. CTF financials including auction information were discussed. (Alan Stokes and Suzanne Greenberg)
- i. Of note, salary dollars are down due to state mandated furlough days and not replacing our Fund Development Coordinator due to a hiring freeze.
 - ii. The CBCAP federal grant is being increased to \$1.1M representing an increase of nearly \$400K.
 - iii. At the time of this meeting it is unknown whether CTF will continue to receive the approximately \$200K state general funds (mainly used for the retirement medical benefits) in the 2021 state budget.
 - iv. Thus far there are auction sponsorship commitments totaling \$253K.

- v. The 2020 Champion of Children Award will be given to Jackson National Life at the auction. David Zyble currently represents Jackson National Life on the CTF board.
- vi. The full board expressed that they would like to continue receiving a financial presentation for discussion at board meetings.

5. Executive Director's Report: Suzanne Greenberg

- a. CTF Strategic Goals (Branding, Resource Development, Training):
 - i. Branding:
 - 1. CTF branding efforts include updating written materials, having a new website look, promoting a new Kids Store where CTF can sell products which promote CTF.
 - ii. Resource Development:
 - 1. The auction's sponsorship goal is \$300K. CTF is currently on target of reaching that goal. Suzanne requested that the board membership approach others for possible cash sponsorships, and live and/or silent auction items. Once more Suzanne expressed gratitude for the generous live auction premier package donated from Kelle Jo Ilitch. This spectacular auction package consists of professional sporting event and theatre tickets, autographed jerseys, hotel stays and food.
 - 2. The auction will be "mission moment" driven. Toward that end a video about CTF programming is being developed for the event.
 - 3. A Save the Date card has been developed and will be sent electronically in addition to hard copy.
 - 4. Michelle Boggs stated that the auction's honorary chair is Shariff Hussein. He's secured the auction's single largest sponsorship, \$75K.
 - 5. The board is invited to participate in the auction's Advisory Team . Please contact Anne Stokes (stokesa1@michigan.gov) with your interest.
 - iii. Training: (Heidi Coggins)
 - 1. CTF is finalizing plans for all grantees (both Local Councils and Direct Services Grantees) to receive training in the evidence-based Strengthening Families (SF) parent education program. CTF is partnering with ECIC to conduct this training.
 - 2. The SF program is based in the Protective Factors Framework, which is the basis for all CTF grant programming. Heidi will send more information.
 - 3. Heidi is a certified Strengthening Families instructor.
- b. Direct Services Overview: (Heidi Coggins and Suzanne Greenberg)
 - i. A total of 25 Direct Services grant applications are currently being reviewed. For fiscal year 2021 it is anticipated that 8-10 new grants will be awarded. The reviewing process was explained. After team reviews, the CTF Board Program Committee will then review and make recommendations. The full CTF Board will determine the final awards at the August 20th scheduled meeting.

6. Committee Reports:

- a. Advocacy: The committee met on July 8th and discussed the need for additional members, the possibility of a name change, how their work is influenced by the other committees and creative future endeavors.

- b. Program: A meeting is scheduled for July 20th.
- c. Public Awareness: The committee hasn't yet met, and they are currently working to schedule a date.
- d. Resource Development: The committee met on July 16th. They discussed defining what resource development is and the purpose of the committee. They also reviewed a history of past fundraisers, including the downward trends of the tax and license plate campaigns.

7. **Public Comment:** N/A

8. **Adjourn:** A motion to adjourn was made by David Zyble and seconded by Tammy Bernier with the motion being passed unanimously. The meeting was adjourned at 3:15 p.m.