



Children's Trust Fund
Protecting Michigan's Children

Board of Directors Meeting
September 12, 2019 1:30 p.m. to 3:30p.m.
CINNAIRE
1118 South Washington Avenue
Lansing, Michigan 48910
Minutes

Members Present: Krista Beach, Sean Bertolino, Bishop Reginald Bluestein, Stan Hannah (phone), Bill Hardiman, Sgt. Marty Miller, Lauren Rakolta (phone), Randy Richardville, Alisande Shrewsbury, Carrie Tarry, Kathleen Trott (phone), David Zyble

Members Not Present: Willie Dubas, Roxanna Duntley-Matos, Hon. Michael Talbot,

Public: N/A

Staff Present: Suzanne Greenberg, Patricia Headley, Alan Stokes, Emily Schuster-Wachsberger

1. Welcome and Call to Order: Randy Richardville

- a. The meeting was called to order by board chair, Randy Richardville at 1:34 PM.

2. Board President Comments: Randy Richardville

- a. Noted that there will be 6 new CTF board appointments. In the past gubernatorial administration as in other past administrations board members had a two-term limit. By September 20th applications need to be submitted.
- b. Suzanne added that the Governor is interested in board representation from northern Michigan.

3. Minutes: Motion to approve the Minutes from the April board meeting was made by Bill Hardiman and seconded by Sean Bertolino with the motion being carried unanimously.

4. Financial Report: Alan Stokes and Suzanne Greenberg

- a. Reviewed the current 2019 year-to-date financials, noting that there are no anomalies in which to be concerned.
- b. There was no new commentary regarding the trust fund investments.
- c. Noted that there was a modest CBCAP federal grant increase for the 2020 fiscal year.

5. Executive Director Report: Suzanne Greenberg

- a. Presented slide presentation of strategic framework for 2020-2021. This discussion included the following:
 - i. Input to the framework included survey data from board members, CTF staff, Local Councils and Direct Services grantees.
 - ii. Noted that Jooyeun Chang, MDHHS CSA Executive Director plans to attend a future CTF board meeting and has stated a commitment to prevention.
 - iii. CTF needs to develop an identity that will advance statewide recognition and be known as the 'voice' of child maltreatment prevention.
 - iv. Next steps included the following:
 1. Board reactivation of sub-committees including; Resource Development, Public Awareness/Communications and Programming committees. A sign-up

sheet was passed around the room and follow-up with board members is forthcoming.

2. Coordinate the committees so that the intersecting interests of those sub-committees are addressed.
3. Evaluate (and map) what prevention efforts are currently taking place across various agencies.

v. Other presentation feedback included:

1. Noting that CTF already has a good reputation from which to build.
2. The need to augment our outreach to the faith-based community.
3. The need to evolve relationships within the business community.
4. A suggestion about reviewing the current CTF legislation for possible changes to fit future needs.

- b. Moving forward the 2020 budget will be revisited to assure that needed resources have funding support.
- c. On September 6, 2019 both Suzanne and Emily attended the first Michigan Latinx Child Abuse and Neglect Prevention Workshop which was held at the University of Michigan's School of Social Work. This event was organized by CTF board member Dr. Roxanna Duntley-Matos and speakers included Suzanne, as well as other renowned experts in related fields. Suzanne shared the beautiful, custom art that was given to CTF for our participation.

6. Program Reports (agenda modified to reflect staff present)

a. Fund Development: Patricia Headley

- i. The Pam Posthumus Signature Auction event will take place on May 15, 2020.
 1. There is a new auctioneer, Wade Leist.
 2. A co-chair planning meeting is scheduled for September 30th at DTE Energy, 101 S Washington Square, Lansing, MI 48933.
 3. The Preuss-Hecker contract has been extended for one more year.
 4. The auction's tone will be more mission-based and all board members are needed to be involved.
- ii. CTF is working with MDHHS Communications and Brogan and Partners Marketing Agency on organizational branding and marketing needs including; logo, license plate, brochure and other collateral.

b. Local Councils: Emily Schuster-Wachsberger

- i. **Regional Meetings** – All seven regional meetings have taken place. They were successful with much learning and collaboration taking place amongst councils. Topics included; trauma-informed communities; council sharing, peer sharing in which councils provided CTF with feedback that is contributing to the strategic planning process, the primary prevention role in reducing and eradicating the opioid crisis, and secondary trauma and self-care. Emily expressed appreciation for Krista Beach's and Willie Dubas' attending and participating at the West Regional Meeting.
- ii. **Child Abuse Prevention Awareness Day** – The event date is set for Tuesday, April 21, 2020 at the State Capitol (Please mark your calendars). In discussions with the board's sub-committee the following recommendations were given regarding the event.

1. Engage the board more actively for fundraising efforts. The discussion led to a determination that this event's fundraising be incorporated into the board's Resource Development Team. The board members may be asked to leverage relationships for in-kind contributions for the day.
2. Create an annual award to be given at the rally to two persons. One individual would be a prevention professional and the other a citizen that deserves public recognition for his/her prevention efforts. It was recommended that the application process for this award be a simple one to enable a larger applicant pool. If advancing this effort, a committee to oversee this process would need to be formed. Randy Richardville volunteered to be part of this committee.

c. Direct Services Grants: Suzanne Greenberg

- i. Currently CTF is actively seeking a position replacement.
- ii. The board meeting packet contains a description of the 2020 funded DS grants.

d. CAN Conference:

- i. All board members were encouraged to attend all, if not part of the conference. CTF will pay for any board member registrations. There are registration options for one or both conference days. This annual conference/training brings together nationally known experts in the field of child abuse and neglect, including prevention, and offers a variety of informative breakout sessions.
 1. When registering make sure to note that you are associated with CTF.
 2. Also, when registering, mark "Pay by Check" and then don't actually pay.
 3. The link to all things conference related is,
<https://ww2.highmarksce.com/micme/index.cfm?do=pln.viewActivity&plannerID=2756>.
- ii. The annual CTF conference/training takes place on Monday, October 21st and Tuesday, October 22nd.

7. Public Comment: N/A.

8. Adjourn: A motion to adjourn was made by Bill Hardiman and seconded by Sean Bertolino with the motion being passed unanimously. Randy Richardville thanked all for attending and adjourned the meeting at 3:23 PM.