

Children's Trust Fund of Michigan
Board of Directors Regular Meeting
Jackson National Life Insurance Company
Okemos, MI
December 9, 2013

Board Minutes

In Attendance:

John Brown
Mark Davidoff (Phone)
Karl leuter
Mark McDaniel
Brian Rooney
Andra Rush (Phone)
Deb Shaughnessy
Carol Wolenberg

CTF Staff: Mike Foley, Tricia Headley
MDOT Staff: Rick DiBartolomeo, Greg Parker, Dan Quigley

Minutes – Review and Approve September 25, 2013

Motion to approve: Karl leuter
Motion seconded: Carol Wolenberg
Minutes approved

Finance Committee and Dept. of Treasury Reports:

- Finance Committee Report - Mark Davidoff and Mike Foley
 - The Finance Committee presented and amended FY 2014 budget that adds revenue in the amount of \$190,221.81 as a result of the support from DHS for the Safe Sleep Initiative (\$500,000 to be used over 3 fiscal years). These funds will enable CTF to restore the cuts that had been made to the 2014 Local Council Grants and will provide for 15% of the salary and wages of the Local Council Coordinator to offset the costs of planning, technical assistance and monitoring of the initiative. The remaining DHS support for this initiative will be used in fiscal years 2015 and 2016 to continue the Safe Sleep initiative.
 - Motion to approve the amended budget: John Brown
 - Motion seconded: Mark McDaniel
 - Motion approved

- Annual Report by the Department of Treasury - Rick DiBartolomeo, Greg Parker, Dan Quigley
 - Representatives of the Department of Treasury provided a report on the performance of the Trust Fund Investments including projections of revenues to

be available to CTF in the next fiscal year. Details of the report are in the Board materials distributed prior to the meeting.

- o Treasury representatives also provided their perspective and feedback on the proposed changes to Section 21.171(4) of Act 249 of 1982. Treasury agreed to assist with a transition plan with any changes made to the Act.

Fund Development Report – Tricia Headley

CTF hosted the first Southeast Michigan Fall Event at Chamberlain’s Auction Gallery in Clarkston, Michigan on October 26, 2013. The event was attended by approximately 40 guests and raised \$12,402. The event has tremendous potential to grow. After expenses and in-kind donations proceeds total \$8,602. Board discussed strategies to grow the event including hiring a marketing firm in SE MI, establishing an active Host Committee, and planning and marketing the event earlier in addition to coordinating with other key SE MI events.

Executive Director Report – Mike Foley

- **Safe Sleep Initiative**

- i. The Work Project in the amount of \$500,000 has been approved!
- ii. We have budgeted \$190,000 in 2014. This will allow us to use these funds over a total of approximately 30 months.
- iii. This funding will enable us to avoid the proposed cuts to the Council for 2014. All Councils, however will be responsible to do work on the issue of safe sleep.
- iv. Emily will manage these efforts in her role as Local Council Coordinator. Efforts underway to date are:
 - 1. Time was devoted the initiative at the annual conference in late October
 - 2. Two webinars have been conducted to review the initiative and to assure that appropriate coordination will take place with other efforts at DHS and DCH.
 - 3. Individual phone appointments are being scheduled with all 73 Councils to develop and/or refine work plans so that contract amendments can be processed.
 - 4. Plans are underway to share ideas, strategies, and expertise between and among the Councils.

- **Follow up to Sept. Board discussion – TANF as possible support of CTF programs and services**

- i. Brian Rooney and Mike met with Steve Yager. Steve suggested that we look at the ***DHS Proposal for Change*** protocol and consider submitting a project for consideration. Such proposals must demonstrate a direct link to Performance Metric(s) as established by the Governor and show a clear Return on Investment.
- ii. Juvenile Justice has been successful through this process. Mike has had preliminary discussions with Teri Gilbert (DHS Director of Juvenile Justice) and has reviewed their successful proposal.
- iii. Time line for submission of a proposal is summer of 2014 for FY 2015. We will continue to explore strategies that would comport with the Proposal for Change requirements.

- **Tax Check-off incentive plan for 2013 Tax Year**
 - i. Our Final 2013 Tax Check-Off revenues were below \$100,000. Two successive years below the \$100,000 threshold puts us in jeopardy of being removed as a tax check-off option.
 - ii. We are working on several fronts to increase CTF contributions – the biggest change is to incentivize local Councils. We’ve determined 2012 tax check-off amounts that have come from our Councils’ catchment areas. Increased amounts over the next 2 years will be averaged and added to Council contracts in Fiscal Year 2016.
 - iii. We will be updating promotional materials as well as strategies to reach out to tax preparers.
 - iv. DHS has agreed to help with communications and to do communications to DHS throughout the state.
- **PCAA Chapter Partnership with Michigan’s Children**
 - i. CTF, historically has had a partnership with an organization outside of state government so that all responsibilities for being a Prevent Child Abuse America state chapter could be addressed. Since Children’s Charter of the Courts closed its doors, CTF has been the sole entity acting as the Michigan Chapter.
 - ii. We are currently in discussion with Michigan’s Children to partner with us. Their role would be to cover some of the public policy and advocacy roles.
- **Adverse Childhood Experiences (ACE’s) – update on activities – plans for 2014**
 - i. Several presentations were made in the past few months (Statewide CAN Conf. in Plymouth; PAM conferences in Marquette and Lansing; SCAO conference at Schoolcraft College; Domestic Violence Counselors/Practitioners conference in Jackson)
 - ii. Presentations were an opportunity to get input on ways to use the Michigan ACE data once it’s available.
 - iii. Currently trying to set a meeting with the researchers at MSU who are collecting the Michigan data to assure it will be presented in ways that meet our needs.
- **CTF efforts with DHS on IV-E Waiver (Protect MI Family Initiative)**
 - i. IV-E Waiver demonstration project (ProtectMI Family) has been launched. CTF has been involved in the efforts that lead to the use of the Protective Factors/Strengthening Families framework as the practice model for work with the families – both in the program development stage as well as supporting training and technical assistance once contracts were awarded.
- **Heirloom Birth Certificate – plans for 2014 & Support from DHS Communications**
 - i. Birth Certificate sales were very low in 2013 -- approximately 30 sold in calendar year 2013.
 - ii. Dave Ackerly (DHS Director of Communications) has agreed to work with us to explore strategies for increasing sales. We will be meeting with him and some of his staff to develop a plan for moving forward, as well as with the Department of Community Health staff.

Adjourn: A motion was made to adjourn the meeting 3:00 p.m.

Motion to approve: John Brown

Motion seconded: Deb Shaughnessy

Minutes by: Tricia Headley/Mike Foley