

Children's Trust Fund of Michigan



Children's Trust Fund
Protecting Michigan's Children

Board of Directors Regular Meeting December 13, 2017, 1:30p.m. to 3:13p.m. Conference Call Meeting (due to inclement weather) Minutes

Members Present: Krista Beach, Sean Bertolino, Lynette Biery, William Dubas, Roxanna Duntley-Matos, Lena Epstein, Stan Hannah, Bill Hardiman, Alisande Henry, Karl Ieuter, Lauren Rakolta, Randy Richardville, Kathy Trott, Sgt. Kim Vetter

Members Not Present: All current Members Present

Public: N/A

Staff Present: Mike Foley, Scott Addison, Patricia Headley, Alan Stokes, Emily Schuster-Wachsberger

Treasury: Woodrow (Woody) Tyler and Lon Chen

1. Welcome and Call to Order: Randy Richardville

- a. The meeting was called to order by board chair, Randy Richardville at 1:35 PM.

2. Minutes: Motion to approve the Minutes from the September 20, 2017 board meeting was made by Stan Hannah and seconded by Alisande Henry. The motion passed unanimously.

3. Board President Comments: Randy Richardville

- a. The board chair expressed appreciation for both Karl Ieuter and Lena Epstein's tenure on the CTF board. Both are leaving their respective board positions but were encouraged to continue their active support of CTF in the future.
- b. There are 4 open board seats. The board chair is currently in conversation with the governor's office about potential nominees. Geographic diversity of nominees is one consideration being discussed. The chair invited other board members to contact him to suggest potential candidates.
- c. The board chair is looking forward in the coming year to work with board members in exploring creative ways in which to enhance revenues.

4. Financial Report: Woody Tyler and Lon Chen, Mike Foley

- a. Treasury presented their annual report regarding the trust fund investments. Since 2014 when legislation enabled increased investment diversification, the trust fund has grown to more than \$25M and is estimated to reach \$26M in 2018. The legislation, which was initiated by former CTF board member Mark Davidoff with the support of then Senator Randy Richardville enabled the trust fund's dollars to operate like an foundation model, resulting in providing CTF with a more stabilized annual dollar income from the trust fund. In this next year, with continued growth, it is estimated that CTF will be able to access 5% of the fund's earnings.
- b. Mike reported that CTF closed out its 2017 books with \$2.6M in cash reserves, stating that CTF is "in solid financial footing." Moving forward CTF will need an ad hoc committee to explore ways to assess the use of these cash reserve dollars.

5. Fund Development Committee: Patricia (Tricia) Headley and Mike Foley

- a. Tricia Headley announced that Wednesday, May 16, 2018 is the set date for the Pam Posthumus Signature Auction Event. It will take place at the Breslin Center on MSU's campus. Several workgroups have been formed to help make this event a success including; the Advisory, Marketing and, Gift and Sponsorship committees. Tricia invited board members to contact her with any interest in joining one or more of the committees. Event marketing efforts thus far include an initial, donor solicitation letter.
- b. Board members will soon be receiving an information packet which will contain the auction event brochure, as well as a CTF holiday card (with child-created artwork), tax and license plate campaign information and, the new Child Promise Card (see 6/a/ii below).
- c. In 2018 Tricia, Mike and Randy look forward to working with board members on helping to promote and market the License Plate and Income Tax campaigns to increase the dollars received. They also wish to explore other creative and innovative revenue opportunities.
- d. Tricia mentioned that the national Kappa Delta sorority provides support to Prevent Child Abuse America and its affiliated state organizations. In Michigan CTF has received funds from the Michigan State University, Wayne State University and Eastern Michigan University Kappa Delta chapters. CTF will continue working to nurture its relationship with these specific groups as well as reaching out to all of the state's Kappa Delta chapters.

6. Director's Report: Mike Foley

- a. **Snapshot of 2017:** Mike praised all staff for their 2017 accomplishments and then introduced other CTF staff members who provided 2017 highlights. (Noted: See above for Tricia's input.)
 - i. Direct Services (Scott Addison) – Scott stated that CTF provided funding to 29 Direct Services (DS) grants in 2017 totaling \$975K with 8 more being funded in 2018 for a record breaking number of DS grants being funded at any one time. The most common programs included home visitation, parent mentoring and parent support groups. Scott has worked diligently to develop close working relationships with each grantee, with ongoing visits to the grantees and providing technical assistance.
 - ii. Local Councils (Emily Schuster-Wachsberger) – In 2017 over \$900K was distributed to councils across the state. The councils then raised over \$2.7M in match monies to support various programming including; baby pantries, parenting education, sexual abuse prevention, and cyber safety education. All councils continue to engage in Safe Sleep programming. In addition, nearly \$200K in goods and services were provided to councils in the areas of infant safety, child sexual abuse prevention and parent education. One highlight of the year was the creation of the Child Promise Card, which was initially developed by the Jackson Local Council with help from CTF. The council worked with the famous author/artist Robert Sabuda who donated his talents for this project.
 - iii. Child Abuse Prevention (CAP) Month (Emily Schuster-Wachsberger) – In addition to the exemplary CAP Month toolkit that was developed with the assistance of a CAP Month Local Council sub-committee, CTF sponsored its 9th annual Child Abuse Prevention Awareness Day rally with its largest crowd ever, around 400.

- iv. **Social Media (Alan Stokes)** – The number of CTF website hits doubled in 2017 over 2016. All social media sites saw an increase in followers. Since October, 2017 Facebook has 178 new followers to the CTF page. In addition to his social media responsibilities, Alan assists Mike with many logistical concerns, particularly those that involve working with MDHHS.
 - v. **Administrative Support (Anne Stokes)** – Mike spoke for Anne sharing that she oversees literature ordering and distribution for the office. In 2017 over 40,000 brochures and other informational materials were disbursed within our various networks. She also provides support to the Pam Posthumus Signature Auction Event.
7. **Public Comment:** N/A.
8. **Adjourn:** A motion to adjourn was made by Bill Hardiman and seconded by Karl Ieuter with the motion being passed unanimously. Randy Richardville adjourned the meeting at 3:13 PM.