



Children's Trust Fund
Protecting Michigan's Children

Board of Directors Virtual Meeting

September 17, 2020

1:30 p.m. – 3:30 p.m.

Minutes

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

Members Not Present: Willie Dubas, Lauren Rakolta, Orlando Todd, Kathleen Trott

Guest Speakers: N/A

Public: N/A

Staff Present: Suzanne Greenberg, Heidi Coggins, Alan Stokes, Taylor Williams

1. **Call to Order:** The meeting was called to order by Board Chair, Amy Tattrie Loepp, at 1:37 p.m.
2. **Approval of Board Minutes.** The minutes of the board meetings held on July 16, 2020 and August 20, 2020 were approved. **Motion by Tammy Bernier and second by Bill Hardiman. Approved unanimously.**
3. **Board Chair Report: Amy Tattrie Loepp**
 - a. Thank you to all who made this year's auction a success and a learning opportunity.
 - b. Sponsorships were up and the live auction sales were about half of normal levels. The silent auction was about the same with fewer items. Trips and tickets to large arena events weren't as available because of COVID-19 (no international trips were offered).
 - c. Registrants are a good base for marketing.
 - d. The role of an auctioneer should be evaluated in this type of different virtual format.
 - e. Congratulations were made to Jackson National Life for receiving the Children's Advocate Award at the auction.
4. **Financial Report:** Alan Stokes presented the financial report for FY 2021 through August 31, 2020.
5. **Executive Director Report: Suzanne Greenberg**
 - a. CTF is moving forward with strategic goals including branding.
 - b. A confirmation letter was received of the increased allocation of CTF's federal CBCAP grant from \$744,173 for FY 2019 to \$1,120,622 for FY 2020. Plans are to redo the CTF license plate in FY 2021.
 - c. At present time the next auction is scheduled for May 18, 2021 at the Breslin Center.
 - d. Heidi Coggins presented an overview of the Virtual Annual Training to be held on October 27, 2020. Board members are invited and 200 participants are expected. Highlight will be keynotes by JooYeun Chang of MDHHS Children's Service Agency and Dr. Melissa Merrick of Prevent Child Abuse America.
 - e. Emily Schuster-Wachsberger is now a certified Strengthening Families trainer along with Heidi Coggins.
 - f. JooYeun Chang, Senior Deputy Director, Children's Service Agency Director will speak at the next board meeting on November 19, 2020.

- g. CTF would like to see its appropriations for grants and administration in the same budget line. This will make budgeting simpler. The target would be to have this set up for the FY 2020 budget cycle.
- h. An RFP is going out on September 30, 2020 to begin the process of selecting the next resource development consultant with responsibility of helping CTF maximize the results of future auctions and campaigns.

6. Committee Reports.

- a. Program Committee meets on September 30. Their focus was on recommending the Direct Service Grants for the August meeting.
- b. Public Awareness Committee next meets on October 6 at 3:00pm. Their focus will be on branding of CTF.
- c. Resource Development Committee is working on structural issues of how we define resources.
- d. Stakeholder Education Committee will meet in October. Michele Corey of Michigan's Children will be asked to serve on Stakeholder Education Committee.

7. No Public Comment. No public members in attendance.

8. Adjourn: A motion to adjourn was made by Jill Simms and seconded by Tammy Bernier with the motion being passed unanimously. The meeting was adjourned at 2:58p.m.