



Children's Trust Fund  
Protecting Michigan's Children

## Board of Directors Regular Meeting

April 11, 2019 1:30 p.m. to 3:30p.m.

CINNAIRE

1118 South Washington Avenue

Lansing, Michigan 48910

## Minutes

**Members Present:** Krista Beach, Sean Bertolino, Lynette Biery, Bishop Reginald Bluestein (phone), Stan Hannah, Bill Hardiman, Sgt. Marty Miller, Lauren Rakolta (phone), Randy Richardville (phone), Alisande Shrewsbury, Hon. Michael Talbot, David Zyble

**Members Not Present:** William Dubas, Roxanna Duntley-Matos, Kathy Trott

**Public:** N/A

**Staff Present:** Suzanne Greenberg, Patricia Headley, Alan Stokes, Emily Schuster-Wachsberger (phone)

### 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. Board President Comments: Randy Richardville

- a. Welcomed Suzanne Greenberg, new Executive Director for MICTF to her first board meeting;
- b. Looking forward to another great Auction like last year where we raised nearly \$500,000 and hosted 700 people; and
- c. Contacted the Governor's office regarding appointments for our board that will take place at the end of this year. Suzanne will meet with the Director of Appointments in the coming weeks.

### 3. Minutes: Motion to approve the Minutes from the special December and regular January board meeting was made by Sean Bertolino and seconded by Bill Hardiman. The motion carried unanimously.

### 4. Financial Report: Alan Stokes

- a. Reviewed the Year End Financial Statement for FY 2018.
- b. Reviewed the 2019 Budget and Year-to-Date Financials.
- c. 2020 Budget was reviewed, requires a motion and approval to be included in the CBCAP application for 2020. **Motion to approve all financial reports by Bill Hardiman, seconded by Sean Bertolino. Motion carried unanimously.**

### 5. Program Reports (agenda modified to reflect staff present)

- a. **Local Councils: Emily Schuster-Wachsberger (phone)**
  - i. Reviewed the April 25<sup>th</sup> Child Abuse Prevention Awareness Day agenda. She shared that she has been looking for a speaker from the Latinx community. If any board members have any leads on a possible speaker from the Latinx community, please contact Emily. Big thanks to Dept. of Education and DHHS for the support of

encouraging their staff to attend with supervisor's approval. Thank you to all board and especially Alisande Shrewsbury and Bishop Reginald Bluestein for their efforts to recruit entertainment and speakers. All legislators have been invited to the CAPAD as well as the Citizen Review Panel following the luncheon portion of the event. Both Lynette Biery and Bill Hardiman asked that Emily send event information that will be sent out in emails that go to both internal and external stakeholders through both the MDHHS Maternal and Child Health division and the MDHHS Faith-based Initiative. Additionally, Alisande said that if Emily could send the information, it would be included in her weekly e-blast that goes to all the school and district leaders across the state of Michigan. Randy thanked Emily for her hard work, and we look forward to welcoming over 800 attendees this year!

- ii. Regional Meetings: The regional meetings are being planned and being held in Marquette, Saginaw, Battle Creek, Grand Rapids, Gaylord and St. Ignace. The training portion of the meeting will focus on Trauma Responsive Communities, the Local Council role in preventing and reducing the opioid crisis and then wrap up with a training and information sharing about Secondary Trauma and Self Care. Suzanne plans to participate with Emily as able and all board members are invited to attend as well. As requested by the Board Emily will share the confirmed dates so that board members may attend when the meetings are close to them.

**b. Fund Development: Patricia (Tricia) Headley**

- i. Auction Update: Tricia Headley reminded the board that our **one** annual fund raiser event, the 17<sup>th</sup> Annual Pam Posthumus Signature Auction will be held on May 15, 2019. It will take place at the Breslin Center on MSU's campus. **All board members are invited to attend (along with a guest) our VIP Reception from 4:30 – 5:30 in the Hall of History followed by the main event which begins at 5:00 pm.** Several workgroups have been working hard to help make this event a success including; the Advisory, Marketing and, Gift and Sponsorship committees. Tricia shared that we are at \$229,000 of our \$300,000 goal. A big thank you to Krista Beach and members of the Posthumus family who personally asked friends for support, with a resulting, in \$5,000 already being received! On Tuesday, April 16<sup>th</sup> Dick Posthumus will meet with two of the four caucuses to encourage their individual involvement. All four caucuses have underwritten fabulous auction items such as trips to Belize, Amsterdam, Canada and a Kentucky Bourbon trip! Tricia distributed invitations, collateral, and invited board members to contact her with possible donations or sponsorships. Our auction catalogue print deadline is May 7<sup>th</sup> to include auction items and sponsors. Tricia shared that this year we will be honoring Sen. Meekhof and Sen. Hertel. Each of their offices are working with Tricia to invite guests and potentially secure auction items and/or sponsors. The M3 Group is working closely with us on promoting the event and will have an article in Dome Magazine as well as promotions through MDHHS, MDE, and in Greater Lansing Women and Greater Lansing Business and on WLNS and the Morning Blend on 4/25! All board members are encouraged to go to their communities to request

donations and create baskets to be used in the auction. It's a great way to share information about CTF!

- ii. **License Plate Sales/Tax Checkoff:** Tricia reported that these campaigns have been going down steadily and get a bit lost in the months prior to the auction. Board members had the following suggestions:
  1. Run the tax campaign in the winter as March/April is too late for most.
  2. Focus on license plate campaign in the summer when things are less hectic.
  3. Board members should connect with the new Secretary of State as she will be at the Auction!
  4. Connecting with the lobbyist for the tax preparers may be able to help us with the Turbo Tax process to make it a bit easier. Tricia reported that they had been in touch and these advocates said they could not choose one cause.
  5. A comprehensive review our fund-raising efforts is needed so we can make informed decisions moving forward.
  6. Planning meetings need to begin in June to discuss these campaigns as well as elevating the awareness of CTF throughout the state, including speaking about these things when we are in our communities, churches, grass roots events as well as inviting Suzanne or one of the CTF Team to speak at such opportunities.

**c. Direct Services Grants: Suzanne Greenberg**

- i. **Schedule for 2020 Process:** Suzanne has advised Scott to begin the RFP process within SIGMA as it takes several months to make this happen. However, we did not allocate dollars for direct service grants in 2019 and the Finance Team will meet to finalize our plans.
- ii. **Align with ACE's and Protective Factors:** We will want to include information from these critical studies in our RFP so that our selected projects are not only evidence-based but also align with the latest child abuse and neglect-related research.

**6. Executive Director's Report: Suzanne Greenberg**

- a. **Michigan ACE Initiative Training:** Suzanne let the Board know that the entire staff will be attending a training on the ACE study and will continue to operationalize and evolve this information within our prevention programming. The training is in Bath so all can attend.
- b. **Citizens Review Panel:** CTF contracts with Michigan's Children to assist with our advocacy efforts. Together, we are conducting six Citizens Review Panels that we are required to do in our CBCAP programming. We will be finalizing the areas of the state where these will be held throughout the rest of the year. The first one will be held immediately following the Child Abuse Prevention Awareness Day luncheon at the United Methodist church next to the Capitol. This year's CRP will be focused on the Opioid Crisis as it relates to child abuse and neglect prevention in our communities. Alisande stated that there are so many groups working on this around the state through MDE, MSP, etc. and asserted that we need to work collaboratively to find synergies and reduce duplication. Lynette shared that there is a monthly Opioid Task Force which includes the MDHHS—Behavioral and Population Health.

c. **General Observations:** Suzanne thanked the board for welcoming her and for their commitment to MICTF. After four weeks, Suzanne has observed the following:

1. **Staff:** In meeting with each staff member, I am able to look at their strengths and capabilities to align them with the needs of our organization. The current staff is dedicated to our mission and works hard in their respective areas. However, there are a few situations where things have been added to staff following another staff member leaving and there may need to be a few realignments. It would be helpful to have a Personnel Committee involved.
2. **Planning:** For our State Plan, CBCAP and Local Councils, we need to create an overarching plan for our future (3 years) to guide our decisions and allocation of resources.
3. **Committees:** Earlier in the meeting, we discussed the need for our committees to be reenergized in order to keep our board engaged and utilize all available expertise in our work.
4. **Local Councils:** With all of Emily's strengths and efforts, our local councils need more financial resources to be the experts in their respective communities. We need to strengthen them across the state, equitably.
5. **Marketing/Branding:** According to the statewide survey of Local Councils done late last year, one of the council's main concerns is branding/marketing. The solution to this could be tackled by a talented team of the board and/or a team of students from a local university.
6. **Resource Development:** We need a plan for our fund-raising efforts that moves us toward sustainability, efficient use of all resources and the future possibilities for CTF. Discussion ensued about limitations in our organization as well resource challenges and restrictions. We need to utilize cross departmental teams and/or engage our networks and partners to get things done.

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

8. **Adjourn:** A motion to adjourn was made by **Bill Hardiman** and seconded by **Mike Talbot** with the motion being passed unanimously. Randy Richardville thanked all for attending and adjourned the meeting at 3:15 PM.