

**Children's Trust Fund of Michigan**  
**Board of Directors Regular Meeting**  
**April 12, 2013 @ 2:03 p.m.**  
**Jackson National Life Insurance Company**  
**1 Corporate Way**  
**Lansing, Michigan, 48951**

**MINUTES**

**In Attendance:**

Sgt. Yvonne Bentley  
Mark Davidoff (Phone)  
Karl leuter  
Shelley Kester (Phone)  
Mark McDaniel  
Brian Rooney  
Vivek Sankaran  
Carol Wolenberg  
Lori Wortz  
Barbara Howard for Deb Shaughnessy (Phone)

CTF Staff: Mike Foley, Patricia Headley, Emily Schuster-Wachsberger

**Minutes from December 12, 2012**

Motion to approve: Carol Wolenberg  
Motion seconded: Karl leuter  
Approved

**Welcome new members:**

The CTF Board welcomed Brian Rooney (DHS), Sgt. Yvonne Brantley (MSP), Andra Rush (Business Community) and Deb Shaughnessy (General Public)

**Finance Committee Report – Mike Foley**

Revenues after 6 months within fiscal year 2013 are on par with expectations. There are no current issues.

The board was asked to approve a preliminary 2014 budget for the purposes of the CBCAP grant application. This budget will be further reviewed within the coming months.

Motion to approve: Carol Wolenberg  
Motion seconded: Sgt. Yvonne Bentley  
Approved

CTF is exploring ways to change the CTF funding structure in order to maximize access to revenue. Ideas include looking further at money access from the Trust Fund and/or CTF's capability of accessing additional funding from the tax campaign.

**Fund Development Committee – Patricia Headley**

The Pam Posthumus Signature Auction Event takes place in 3 weeks. We are optimistic with continued strong efforts that CTF will match last year's cash sponsorships. An auction item online preview website is available. Invitations are going out shortly. There is an event marketing PSA available that can be placed on websites and shared. This year's Child Advocate awards will go to Sen. Randy Richardville and Nancy Moody. A brief ceremony will take place at the event.

The License Plate Campaign has raised \$53K so far for fiscal year 2013. This is on par with previous year's. CTF is encouraging car dealerships to promote the license plate. Garber Chevrolet of Midland is participating.

It was suggested that additional promotion and marketing of the tax campaign be discussed.

A second fundraising event in addition to the Pam Posthumus Signature Auction Event is being explored.

#### **Program Committee Report—Mike Foley and Vivek Sankaran**

The Program Committee is looking at ways to fund additional Direct Services grants. A number of this year's applications had to be rejected even though they had scored highly and represented excellent programming. A number of suggestions were made.

#### **ED Report – Mike Foley**

Gratitude was expressed to Mark Davidoff for his support of the Southeast MI Shaken Baby Initiative through the Southeast MI Jewish Fund. This initiative utilizing the Period of Purple Crying, an evidence-based program, is progressing well including having received positive media attention.

On May 21, 2013 Dr. Felitti will be making a presentation about the Adverse Childhood Experience (ACE) study in Lansing. Sen. Randy Richardville and Sen. Gretchen Whitmer are working jointly on the coordination of this event.

Emily Schuster-Wachsberger reported that the 2013 CAP Month, Prevention Awareness Day event is scheduled to take place on Tuesday, April 16, 2013 at 11am. Mike noted that the National Exchange Club, a service organization with prevention being one of their main causes, will be participating in the event.

It was briefly mentioned that CTF is promoting and supporting Protective Factors training. CTF is also supporting Parent Engagement training, which is an initiative of the Trust Fund Alliance.

A motion was made to adjourn the meeting 3:17 PM

Motion to approve: Carl leuter

Motion seconded: Mark McDaniels

Minutes by: Emily Schuster-Wachsberger/Mike Foley