



**Children's Trust Fund**  
*Protecting Michigan's Children*

**Board of Directors Regular Meeting**  
**December 13, 2019**  
**1:30 p.m. – 3:30 p.m.**

**Library of Michigan,**  
**702 W. Kalamazoo Street, Lansing, MI 48915**

**Minutes**

**Members Present:** Krista Beach, Sean Bertolino, Willie Dubas, Stan Hannah (phone), Bill Hardiman, Sgt. Marty Miller, Randy Richardville, Alisande Shrewsbury, David Zyble (phone)

**Members Not Present:** Bishop Reginald Bluestein, Roxanna Duntley-Matos, Lauren Rakolta, Hon. Michael Talbot, Orlando Todd/Carrie Tarry, Kathleen Trott

**Guest Speakers:** Department of Treasury's – Nicholas Whitman, Lan Chen and Woody Tyler; Michigan's Children - Bobby Dorigo-Jones

**Public:** Melissa Perez

**Staff Present:** Suzanne Greenberg, Patricia Headley, Alan Stokes, Anne Stokes, Emily Schuster-Wachsberger

**1. Welcome and Call to Order: Randy Richardville**

- a. The meeting was called to order by board chair, Randy Richardville, at 1:37 p.m.
- b. Randy Richardville stated that this meeting is his last meeting as CTF board member and chair. The Governor has appointed 6 new board positions including Nicole Wells Stallworth who will become the new board chair. Randy Richardville congratulates all the incoming appointees and wishes them well. Further, he said that he is available to support the new chair and other board members in the future. He also intends to continue a relationship with CTF including supporting the April 21, 2020 Child Abuse Prevention Awareness Day rally event.
- c. Both board members and CTF staff thanked Randy Richardville for his long and dedicated service and, positive impact he's had on the CTF organization and Michigan families in the mission of preventing child abuse and neglect. Specifically, Bill Hardiman stated that "Randy gave 150% effort to CTF" and Suzanne Greenberg expressed deep appreciation to Randy Richardville for his support during CTF's transition to having a new executive director.

**2. Minutes:** Motion to approve the September 13, 2019, minutes was made by Sean Bertolino and seconded by Bill Hardiman. The motion passed unanimously.

**3. Financial Report: Alan Stokes**

- a. Alan noted that although final 2019 fiscal year numbers have not yet been determined, the CTF budget anticipates that when finalized, expenses will be less than the budgeted amount.
- b. The current 2020 budget was updated to show changes to investments and 2019 reserves.

**4. Department of Treasury, Division of Bureau of Investments – Nicholas Whitman, Lan Chen and Woody Tyler**

- a. Currently the CTF ‘trust fund’ is over \$27M. Disbursement for 2019 from those funds was over \$1.3M based upon 5% of the average from 12 rolling quarters.
- b. CTF is currently investing in equities and alternatives in addition to bonds and cash. This represents a change from 12 years when the investments were primarily bonds and cash. The current configuration has a higher yield over time but there is also a degree of higher risk.
- c. It was noted that investment decisions are made by the Bureau of Investments with input from CTF board membership.

**5. Michigan’s Children Report – Bobby Dorigo-Jones, Policy and Outreach Associate**

- a. Bobby Dorigo-Jones provided a brief overview of Michigan’s Children and their public policy priorities. He also shared about the 4-year relationship between Michigan’s Children CTF as Michigan co-chapters of Prevent Child Abuse America.
- b. Bobby Dorigo-Jones stated that government supported revenue streams for CTF have fallen over the past years, including the tax and license plate campaigns. Although CTF received a small amount of state general funding in 2019, there are no current dollars allotted to CTF’s programming. This might stem (in part) from a misunderstanding of what CTF’s actual financial status is. Michigan’s Children is currently assisting CTF to educate law makers about CTF’s actual financial situation and to communicate with those policy and law makers the need for support.
- c. The discussion included a recommendation by Randy Richardville to reach out to Chris Kolb and Tony Stamas as possible resources. Bill Hardiman suggested to consider alternative funding streams other than the state general fund.
- d. The link to the MI Kids Count data link was requested during this discussion. That link is <https://datacenter.kidscount.org/data#MI>.

**6. Director’s Report: Suzanne Greenberg**

- a. At this end of year meeting, Suzanne Greenberg thanked the CTF board for their “tremendous service” to CTF and for making her feel welcomed as a new executive director.
- b. Suzanne Greenberg also recognized the CTF staff for their work over the past year and particularly since becoming the new executive director.
- c. Several board sub-committees are being formed. They are: Programming, public awareness/communications, resource development and advocacy/policy. A CTF staff member will be represented on each committee and Suzanne Greenberg invited board members, their designees and non-board members to sign up for one or more committee.
- d. It is hoped that the annual plan will be done in January and will include all new board members. Copies will be distributed to board members.
- e. Although no announcement was available at the time of board meeting, Suzanne was subsequently able to share on Friday, December 13<sup>th</sup> that the Direct Services grant coordinator has been chosen. Her name is Heidi Coggins and her background includes: Home Visitation, Head Start and Early Head Start, Parents as Teachers and Strengthening Families Trainer, and others.
- f. CTF will be enhancing its marketing efforts with a fulltime staff person (Taylor Williams) dedicating her time to marketing and communications efforts.

**7. Program Reports: Patricia Headley and Emily Schuster-Wachsberger**

- a. Patricia Headley presented updates about current fund development endeavors.

- i. She noted that CTF has created a branding tag line, “stand UP for kids” and that all CTF marketing materials including those for the tax and license plate campaigns will utilize this tag line along with a standardized appearance. These materials are being created by Brogan and Partners with MDHHS Communications. Patricia Headley presented the group with newly developed promotional materials in support of the upcoming May 20<sup>th</sup> Pam Posthumus Signature Auction event which will be at the MSU Breslin Center.
  - ii. Already the auction has approximately \$65K in sponsorships. Patricia Headley and Suzanne Greenberg urged board members to reach out to past sponsors to support the event, especially reaching out to those organizations where there are relationships. This year CTF is especially looking to the board to solicit donors.
  - iii. There will be a new auctioneer for the auction event. He has experience with non-profit organizations and educating the audience on our mission while increasing funds raised.
  - iv. This year CTF is exploring creative ways to solicit sponsorships for the event including consolidating donations and seeking in-kind donations.
- b. Emily Schuster-Wachsberger provided Local Council and Direct Services updates.
- i. Emily Schuster-Wachsberger noted that both she and Alan Stokes were filling in to assist Direct Services grantees while there has been no Direct Services coordinator. Suzanne Greenberg expressed appreciation for their efforts.
  - ii. Emily Schuster-Wachsberger presented a few Local Council 2019 end of year programming statistics that illustrate the vast primary prevention work being accomplished in Michigan.
  - iii. The Child Abuse Prevention Awareness Day rally event planning is progressing with assistance from a CTF board ad hoc workgroup and a CAP Month workgroup made up of Local Council volunteers. It was noted that the Local Council CAP Month workgroup are also responsible for developing a comprehensive CAP Month toolkit. The Child Abuse Prevention Awareness Day rally event will take place on April 21, 2020 at 11 a.m. at the State Capitol steps.
  - iv. Starting in January CTF will have 3 new interns to assist with both programming and resource development efforts.

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

**9. Adjourn:**

*A motion to adjourn was made by Krista Beach and seconded by Randy Richardville with the motion being passed unanimously. The meeting was adjourned at 2:52 p.m.*