

**Meeting of the
Idaho Children's Trust Fund
Board Meeting Minutes
Alexander House
Boise, Idaho
January 24, 25, 2011
MINUTES**

Time and Place The winter meeting of the Idaho Children's Trust Fund took place on Monday and Tuesday, January 24 & 25, 2011, in Boise, Idaho

Presiding Mary Marshall, Board Chair

Call to Order Mary Marshall called the meeting to order at 9:10 AM, Monday, January 24, 2011. The meeting concluded Tuesday, January 25 at 11:50 AM.

Attendees

Board Valerie Burgess, Department of Health and Welfare
Kay Christensen, Attorney General's Office
Shannon Dunstan, State Department of Education
Jamie Herrmann, Region 1
Eileen Uhlenkott, Region 2 (Tuesday only)
Iris Hunter, Region 4
Janet Goodliffe, Region 7

Excused Robin Sanchez, Region 3

Staff Roger Sherman, Executive Director
Wickes MacColl, Grants and Contracts Manager
Shelli Hansen, Office Specialist

Guest Speakers Laura DeBoer, Maternal and Child Health, Home Visiting Program
LeAnn Simmons, Idaho Voices for Children
Landis Rossi, Idahoans for Balanced Fiscal Policy
Becki Woodbury and Mike Gerhart, CLM Marketing

Business Meeting

October Minutes

Motion October Board Meeting minutes were reviewed and approved.

Financials Director Sherman presented the Idaho Children's Trust Fund's financial position.

Annual Report The 2010 Annual Report is complete and has been delivered to the Governor and Legislature. Copies were available to Board and are posted on the website.

Marketing and Advertising

Motion *The budgeted \$7,500 be spent between now and April 18, 2011 to develop, implement and deliver the marketing plan designed by CLM. Approved.*

Next Board Meeting Dates

April 25 & 26, 2011

July 25 & 26, 2011

Informational Agenda

Presenters

Wickes MacColl, ICTF Grants Manager, presented Prevent Now! the Darkness to Light community based child sexual abuse prevention module.

Laura DeBoer, MCH, HV, DHW presented the MCH process and vision for Idaho's needs assessment for federal funding for home visitation.

Leanne Simmons, Idaho Voices, reported on Voices efforts to reestablish an Idaho child mortality panel.

Landis Rossi, Balanced Fiscal Policy, CCI, reported on their public policy initiative.

CLM Marketing and Advertising, Becki Woodbury and Mike Gerhart presented a marketing plan for the ICTF.

Theories of Change Director Sherman reported on the ICTF visual model representing initiatives, programs and prevention constructs.

Cycle 3 Cohort Grants Manager, MacColl, reported on cohort programs and how they contribute to the ICTF initiatives. Outcome accountability training will continue with FRIENDS National Resources technical assistance in May 2011.

Annual Grants Grants Manager, Wickes MacColl, reported on outcomes of 2009-2010 annual grants program. Director Sherman proposed alternative options for future Annual Grants based on funding availability.

Public Policy What is the ICTF Board's role in role in public policy?

Strengthening Families Training Institute

Will be held at the Doubletree Riverside on March 15th and 16th, 2011

Child Abuse Prevention Month Prevent Child Abuse America suggests the use of paper pinwheel and local vendor fund and awareness raising opportunity.

