



**Board of Directors
Quarterly Meeting
10/23/2018
MINUTES**

Call to Order: Janet Goodliffe called the meeting to order at 9:25am on October 23, 2018.

Board Members in Attendance

Present: Brenda Stanley, Alex Zamora, Cheryl George, Janet Goodliffe, Jill Andrus, Richard Jurvelin. Absent: Amanda Pena, Shannon Dunston, Jeanette Moody

ICTF Staff in Attendance

Taryn Yates, Roger Sherman, Lori Dicaire

Presentation by Ross Edmunds, Behavioral Health Administrator for IDHW

Mr. Edmunds gave an overview of adult and children's mental health services in Idaho. He outlined the impact of trauma on mental health and that it is the source of most people's mental health problems.

Approve Minutes from July meeting

M/S/C Ms. George/Ms. Andrus

Approve Consent agenda without financial

M/S/C Ms. Goodliffe /Mr. Zamora

Financials Approved after Discussion

M/S/C Ms. Goodliffe /Mr. Jurvelin

Report on Grant Progress:

Board discussed the chart of annual and multi-years grants, amounts received, spent, amount left at end of grant cycle. (November to November). Grantee's that have not spent their full grant amount still have 60 days to request reimbursements so more will be coming in before the end of the grant cycle. Board discussed request by staff to grant an extension to allow organizations doing good work the ability to keep/spend the grant.

DECISION: Since there is a one-time gap as we shift the grant year, the board decided to offer a one-time quarterly extension to all grantees.

One-time only extension of grant spending until December 31st.

M/S/C Ms. George /Mr. Jurvelin

PCAA Site Visit

Roger went to Chicago to attend PCAA's annual conference. He emphasized the importance of ICTF's membership in the national organization so that we can be a part of something greater than ourselves that is also working for prevention of child abuse. PCAA has two lobbyists that work in DC. Currently they are working for additional funding for



CBCAP. Included in the meeting was an assessment by PCAA of ICTF in which we received 95.1% on a scale of 100. The board reviewed PCAA's broad public policy statements and agreed to move the approval of PCAA's national policy positions to January's board meeting.

Potential legislation for the upcoming session – ICTF cannot endorse legislation but can weigh in on things that affect families. ICTF may have a role in speaking and signing onto support letters. Medicaid expansion: ensure it's not encumbered with other requirements that make it hard to qualify. Home visiting legislation: ICTF is no longer considering being an intermediary; funding for the program is included in the IDHW budget request but will need support. Religious Exemption legislation: Discussed the "No Greater Law" documentary. New legislation and new chairman H&W committee. Board in agreement that legislative committee has empowered staff to work on these issues within the parameters of ICTF's organizational limitations.

New VISTA: Board was introduced to Alexa Potter - our new VISTA Volunteer who will be working on the HOPE Conquers ACES Initiative.

ACES Presentation: The Director presented a new power point highlighting Idaho ACE statistics and a presentation of the HOPE framework that is being used in statewide training efforts.

Pinwheels for Prevention/Child Abuse Prevention Month

The board held a brainstorm to more effectively promote and engage the public during April.

Marketing plan: Board member Brenda Stanley guided a discussion on ICTF's marketing plan and how we could raise awareness of ICTF and the critical work that we do which may naturally lead to more individual donations. Some of the takeaways from her PowerPoint presentation include: a suggestion to update our PSA, have grantees tag ICTF on social media posts, clarify who we are, what we do with the public, the importance of connecting pinwheels to donations to ICTF. The board discussed trying to do a "viral" social media campaign like the ice bucket challenge called "Thumbs up for Idaho Kids", where we get people to paint their thumbnail blue which will provoke questions from the public. The participants can post it on social media –challenging others to also show their support for child abuse prevention efforts by painting their nail blue. Other ideas discussed include registering ICTF for FB donations, send postcards to CPAs and accountants to promote the ICTF Checkoff.

Fundraising Plan: The board would like to raise more money so that we have more money to give out in the form of grants. ICTF's total grant pool is under \$80,000 compared to a high of \$150,000 20 years ago.

The board discussed ensuring that we are communicating regularly with the general public what we are doing so that they are aware of our presence and good works. It was suggested that we use our website and social media more such as adding a ticker running on website with how many people we have trained on *Stewards of Children* to date and share social media posts that engage with stories of hope and parenting successes.

Adjourn at 4:15pm

M/S/C Mr. Jurvelin / Ms. Leeds