



15500 Chandler Road, Ste. 2 • Bath, Michigan 48808 • Phone: 517.641.4348 • www.chffoundation.com

The meeting was called to order at 11:30 a.m.

Members present:

Alex Coss, Andre Hutson, Mohamed Elnabity, MD, Graham Fuller, Becky Goodwin, Dan Kreft, Aaron Pumfery, Sarah Sackrider, Julie Tadjerson and Nichole Tilma.

Staff: Kim Neir

- I. Welcome Andre
- II. Establish Quorum Sarah
 - A. Motion to declare a quorum by Graham and second by Julie
- III. Approval of Minutes (Action) Sarah
 - A. Motion to approve minutes by Dan and second by Mohamed
- IV. Financials Andre & Alex
 - A. A handout was distributed
 - 1. Balance sheet summary
 - a. Check/Savings at \$15,802.33
 - b. Accounts receivable \$2,300 (left to collect, invoiced)
 - c. Total current assets - \$18,102.33
 - d. Liabilities - \$2,846.37 (to be paid out)
 - e. Equity - \$15,455.96
 - f. Total liabilities and equity - \$18,302.33
 - 2. Profit and loss by class (October 1 – March 2)
 - a. Bowling Event
 - 1. Generated - \$43,477.03 (cash and in-kind)
 - 2. In-kind donations were reflected in the revenue and expenses in detail
 - 3. The fundraiser had a net - \$13,195.54
 - 4. There was a concern that the expenses were 60% percent of the budget.
 - a) Various start up costs for event
 - b) Some expenses will not be incurred year to year
 - c) Expenses can not quantify the value on the event or exposure
 - d) 1st event and we did not know what to expect
 - e) Some BOD thought sponsorship was listed too high
 - f) Hope for a 5-10% net increase for net next year
 - g) Pure margin will be shown in years to come
 - h) It was suggested to raise additional money onsite through private donations (cards onsite)
 - i) Survey will be distributed with link to survey, photos and donation
 - j) Event kept audience engaged and emerged
 - b. Youth Sports Summit
 - 1. Sponsorship collect to date is \$1,000
 - 3. A bowling summary will be included with board minutes

V. Executive Directors Report

Kim

A. Hoopfest

1. HOOPFEST 2015 is an interactive basketball playground, held in conjunction with the MHSAA Boys Basketball semi-finals and finals in March 2015, for children of all ages on the campus of Michigan State University.
2. Conquest Health and Fitness Foundation will partner with the Greater Lansing Sports Authority to provide an opportunity for Lansing School District students to participate in a Hoopfest Field Trip Day.
3. The Foundation will offer the students 6 interactive stations to learn about sports medicine, sports nutrition, the science of sports, training for sports, and fitness at home.

B. 5th Annual Youth Sports Summit

1. Saturday, May 16: 10am – 2pm
2. All ages (predominant ages 5-12)
3. The Summit Sports and Ice Complex
4. The Youth Sports Summit was designed to combat childhood obesity and promote healthy, fit and active lifestyles for our children.
5. This is a community based, one-day, FREE event the whole family can enjoy.
6. The Summit will bring together some of the state's leading health, wellness and fitness experts as well as local youth organizations that encourage competition in both team and individual settings.
7. 54,000 square foot facility that will include turf and hard surface sports.
8. \$100 cost for vendor to participate
9. \$150 scholarship will be given on their behalf to a child

C. Youth Advisory Council

1. March 29 – 3:30 pm – 5:00 pm @ Campus Village
2. The purpose of the Conquest Health and Fitness Foundation Youth Advisory Council is to give 12 youth, in grades 7-12, the opportunity to collaborate with other service-minded youth to promote the mission of the Foundation.
3. Participants will contribute to and inform the Foundation Board on programs while acting as ambassadors and leaders for youth service in their community.
4. Through this unique program, the Foundation wishes to increase the youth voice and strengthen the Foundation by providing a direct community service opportunity for individual youth.
5. Meet four times a year
6. They will pick their own service project

D. Global Day of Service

1. April 18, 2015, 9:00 a.m. – 10:30 a.m., for a kick-off breakfast at the Varsity S Club Spartan Stadium Suite
2. Conquest Health and Fitness Foundation is joining The Mid-Michigan Spartans, our regional club of the Michigan State University Alumni Association, and the Michigan State University Varsity S Club to promote A Global Day of Service.
3. This organized, collaborative effort will bring together these three groups to highlight the extraordinary efforts of not only MSU Spartans but the willingness of so many in our community to serve others. Who will? SPARTANS WILL.
4. Please contact Kim Neir, Executive Director, if you are interested in participating on behalf of the foundation
5. For more information about how to get involved locally through the MSU Alumni Association, click on website <http://serviceday.msu.edu>

- E. Golf FORE Kids
 - 1. The Golf Fore Kids program offers a non-competitive opportunity to learn golf skill techniques, basic rules, etiquette and fundamentals from golf professionals. The participants will discover the health and fitness benefits of golf while having fun.
 - 2. The goal is to target 32-40 new kids
 - 3. Participants will be asked to commit 4 of the 6 dates
 - 4. Registration form will ask for more information
- F. Healthy and Fit Magazine Monthly Column
 - 1. The foundation will have a standing column in the magazine
 - 2. Healthy and Fit Magazine also listed the event on their website and posted their on Facebook page (over 3,000 likes)
 - 3. Healthy & Fit Magazine boasts a 92,000 readership, and is distributed, monthly, to more than 500 locations, several 5K races (any race in the Playmakers series), and a variety of other health-related events like the Michigan Mile and Commit to Get Fit, through Sparrow) in the Lansing and Jackson area.
- G. Internship Program
 - 1. Advertised through MSU
 - 2. Spring and summer interns confirmed
 - 3. Requirements
 - a. Create and maintain a database for a specific Foundation program, the Youth Sports Summit
 - b. Contact potential vendors on behalf of the Foundation and the Youth Sports Summit
 - c. Invoice vendors upon request
 - d. Attend Youth Sports Summit committee meetings and be prepared to report on status of the program
 - e. Update and maintain social media for the Youth Sports Summit
 - f. Assist with distributing marketing material for the event;
 - g. Be available for the time period of February 1, 2015 – May 31, 2015.
 - 4. Qualifications
 - a. Student working towards a degree in physical education, exercise physiology, kinesiology, health education, marketing, communications or health promotion or related field from an accredited college or university
 - b. Excellent computer skills and knowledge of social media
 - c. Excellent communication skills
 - d. Ability to work independently
 - e. Work from home.
- H. Jackson National
 - 1. Has agreed to continue to serve as our printing partner for the year.
- I. Edge Partnerships
 - 1. Has agreed to continue to serve as our Public Relations partner for the year.
 - 2. An agreement will be established for the number of hours that will be donated for the foundation.
 - 3. Hours that exceed this amount will be paid for at a reduce fee.
- J. Featured Article
 - 1. Kim has contacted a writer to feature Andre and the Youth Sports Summit
 - 2. Story is predicted to run in the Detroit Free Press and Lansing State Journal
 - 3. Kim will make sure to keep the mission, Andre and YSS as the main focus.

K. Grant

1. Kim is currently working on a grant to provide a healthy snack option to children for a three month period (January –March).
2. Kim also met with Sam Singh to review grant application.
3. The school district that will be targeted is Bath schools.
4. An educational component will be incorporated to continue through the summer months.
5. Andre has also been asked to be a speaker at the school.

L. IRS Status

1. Kim has been diligent to check on the IRS status of the foundation.
2. She was happy to report the application is under staff review
3. She is hopeful to have our status approved by summer.

VI. Miscellaneous

Andre

- A. Family footgolf will become the next fundraiser and family event
- B. Late August
- C. This will eliminate the Mascaraed Gala
- D. Tilma has stepped up to lead the event
- E. Budget is tentative and currently being updated
- F. Tilma comments
 1. Keep families active
 2. 9 holes
 3. Tee times every five minutes
 4. Lansing United
 5. Sponsorship Package will be a key component
 6. Family atmosphere
 - a. Soccer clinic
 - b. Bounce house
 - c. Face painters
 - d. Dunk Tank
 - e. Clowns

VII. 2015 Meeting Dates (start at 11:30 am, location TBD)

- A. May 20
- B. August 20
- C. November 11

Meeting adjourned 12:53 pm

Find us on Social Media: Facebook, Instagram - @chffoundation and Twitter - @CHFFoundation