



Meeting Minutes – September 23, 2014

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

Members present:

Alex Coss, Andre Hutson, Mohamed Elnabity, MD, Alan Haller, Graham Fuller, Becky Goodwin, Kim Neir, Sarah Sackrider, Julie Tadjerson and Toni Thomas

- I. Welcome Andre
- II. Establish Quorum Sarah
 - A. Motion to declare a quorum by Graham and second by Alan
- III. Approval of Minutes (Action) Sarah
 - A. Motion to approve the June 4, 2014 minutes by Alex and second by Julie.
- IV. Financials Andre
 - A. Fiscal year: April 1 - September 30
 - B. Lesley Bergquist, CPA, will be volunteering her time to help with financials for CHFF.
 - C. Simplified Tax and Accounting has been building professional friendships over tax returns for over 65 years.
 - D. Lesley will give an update at the next board meeting on the 2014-2015 fiscal budget.
- V. Update Kim
 - A. 501(c)(3) status (grants)
 - 1. Paperwork was officially submitted and received.
 - 2. Typical 6-month wait for approval.
 - 3. Hutson will work on getting a faster approval process.
 - B. Grants
 - 1. The foundation can apply for small grants – less than \$500
 - 2. Neir will apply for a Community Fund grant through Jackson National.
 - a. Formal application is available online.

b. Deadline is November 6, 2014.

3. Kellogg Foundation

- a. Geared toward family event
- b. Foot Golf and/or Youth Sports Summit
- c. Premier program for community
- d. This grant source was chosen because of its location and presence in the state of Michigan.

C. Golf Fore Kids Program Summary

1. Positive feedback from all participants
2. The program was limited to 25 children.
3. A request was made by a parent of a participant to speak in both schools in regards to health and wellness.
4. The program will become an annual program and continue to partner with Eagle Eye and Alex Coss.

D. Youth Council

1. The youth council will serve as an arm of the foundation and a youth voice to assist in programming efforts and build volunteer base.
2. The council will meet four times a year
3. Neir reported letters and applications are complete and ready to be distributed. Forms will also be available on website.
4. Council will be made up of 7th – 12 grade students

E. “Go Give” “Go Serve” Campaign Homecoming Float

1. Purpose is to educate and inspire people to go give (donation) or go serve (volunteer).
2. Great exposure for CHFF
 - a. 10- 12k individuals attend the parade
 - b. CHFF volunteers wearing specific shirts and handing out

“newspaper” type information

c. Winning float goes on field before the game on Saturday.

3. Six entities involved

a. New World Flood

b. CHFF

c. The Aitch Foundation

d. Campus Village

e. All of the Above Creative

f. Pro-Soil Site Services

VI. Future Programs and Fundraising Roundtable Discussion

Andre

A. Bowling Classic

1. Friday, February 13, 2015

2. City Limits – (Haslett)

a. 26 lanes

3. Pricing to be set similar to golf outing

a. Teams of 4, sold as lane sponsor

b. \$250-\$500 a lane

4. Celebrity will be assigned to a lane or will rotate during the event

5. VIP Sponsor area

6. Adult event, not for kids

7. Committee will be formed to plan event.

a. Volunteer base

1. Neir reported that MSU has 650 registered student groups.

2. Neir has it narrowed it down 20 prospective groups.

3. Youth council can volunteer as well.

4. Volunteers should be subject to a background check.

8. Marketing and promotion will be key to promote event

- a. PSA
- b. Commercial celebrities

B. Youth Sports Summit

1. Background Information

- a. Youth Sports Summit was created (established in 2010) to combat childhood obesity and promote healthy, fit and active lifestyles for our children. This is a community based one-day event the whole family can enjoy. The Summit will bring together some of the state's leading health, wellness and fitness experts as well as local celebrities and famous athletes, both past and present.

2. Date: May 16, 2015 (tentative)

3. Time: 10:00 a.m. – 3:00 p.m.

4. Admission: \$2 (adults), Kids – FREE

5. Venue: The Summit Sports and Ice Complex 9410 Davis Hwy.,
Dimondale, MI 48821

6. 2014 Partners

- a. WLAJ – Lansing/Jackson (ABC53)
- b. Conquest Health and Fitness
- c. Lansing Sports Authority
- d. WALJ- TV Lansing (ABC3)
- e. Model Okemos Talent
- f. Tripp's' Auto Collision Center
- g. Governor's Council on Physical Fitness
- h. WLNS
- i. Money ball Sports Wear
- j. Sparrow

- k. The Mattress Source
- l. The Summit Sports and Ice Complex
- m. Aquafina
- n. Christian Apple Tree Learning Centers
- o. MSU Federal Credit Union

7. Change in Leadership

- a. Andre has been an influential committee member since 2011.
- b. Andre has been approached to take over event for 2015.
- c. CHFF would be a natural fit with this program.
- d. Goals and objectives would be similar to field day event.
- e. Hutson will have board vote electronically to approve adoption of program under the CHFF.

C. Calendar of Events

- 1. The board had an extensive discussion in regards to calendar of events/programs/fundraisers. The following are the recommendation of the board:
 - a. Bowling Event, February 14, 2015 (tentative)
 - b. Youth Sports Summit, May 16, 2015 (tentative)
 - c. Foot Golf, Summer 2015
 - d. Masquerade Ball, Fall 2015

D. Annual Summer Event

- 1. It was determined not to have the original field day discussed and replace with Foot Golf.

VII. Miscellaneous

Andre

- A. Website, social media, business cards and letterhead are complete.
- B. Tilma to update website to reflect collaboration, youth council and volunteer information.

C. Social Media

1. Face book (61 fans)
2. Instagram - @chffoundation
3. Twitter - @CHFFoundation

VIII. Meeting dates

- A. December 3, 2014 (11:30 a.m.)
- B. February 11, 2015 (11:30 a.m)