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Board of Directors Meeting Minutes
Wednesday, December 3, 2014
Eagle Eye Conference Center

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

Members present: Alex Coss, Graham Filler, Andre Hutson, Mohamed Elnabity, MD, Becky Goodwin, Alan Haller, Dan Kreft, Vernon Richard, Sarah Sackrider, Julie Tadgeerson, Toni Thomas, Nichole Tilma

Staff: Kim Neir

Handouts: Agenda, Budget, Program Summary, Bowling with Champions Team Registration Form and Sponsorship Packet, BWC Sponsorship List (passed around), Retractable Banners Image (passed around)

- I. Welcome Andre
- II. Establish Quorum Sarah
 - A. Motion by Toni Thomas
 - B. Second my Vernon Richards
- III. Approval of September Minutes (Action) Sarah
 - A. Motion by Toni Thomas
 - B. Second by Nichole Tilma
- IV. Financials Andre & Ale
 - A. Andre handed out an updated budget
 - B. Budget year: October 1 – Sept 30
 - C. 2014/2015 budget year is projected to net \$6,366
 - D. See budget handout for details
- V. Update Kim
 - A. 501(c)(3) status
 - 1. Paperwork has been submitted
 - 2. Andre has contacted a few individuals to speed up the paperwork process
 - 3. There is no set date to get our nonprofit status.
 - B. Grant
 - 1. Kim will be writing a grant for the W.K. Kellogg Foundation for a future school program.
- II. Programs (Handout)
 - A. Youth Advisory Council (Kim)
 - 1. Kim and Andre will be leading this group.
 - 2. First meeting to take place in January 2015.
 - 3. The purpose of the *Conquest Health and Fitness Foundation* Youth Advisory Council is to give 10-15 area youth, in grades 7-12, the opportunity to collaborate with other service-minded youth to promote the mission of the Foundation.
 - 4. Participants will contribute to and inform the Foundation Board on programs while acting as ambassadors and leaders for youth service in their community.
 - 5. 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.

(programs continued)

- B. Andre Hutson's Bowling with Champions (Nichole)
 - 1. Event Details
 - i. Support the programs and mission of the foundation
 - ii. February 13, 2015 – 7pm – 10pm
 - iii. 24 teams maximum (4 bowlers each)
 - iv. City Limits (East Lansing)
 - 2. Budget
 - i. Net around \$8,000
 - 3. Marketing
 - i. Brand Management
 - a. Edge Partnerships
 - b. Design and brand management
 - ii. Logo
 - a. Caricature donated by Dennis Preston
 - b. Designed by Aaron Pumfrey (w/ ideas from Nichole)
 - iii. Website
 - a. Pages on website to market event
 - i. Team Registration
 - ii. Sponsorship
 - iii. Champions
 - iv. City Limit Locations
 - iv. Social Media
 - a. Face Book
 - i. RSVP for the event
 - ii. Change cover photo to BWC image
 - b. Twitter
 - c. Instagram
 - 4. Champions
 - i. Toni Thomas, Champion Chair
 - ii. 30 plus champions invited with a guest
 - iii. Official invite letter and registration form completed
 - iv. Rotate during bowling event
 - 5. Sponsorship
 - i. Sarah Sackrider, Sponsorship Chair
 - ii. Goal - \$21,300
 - iii. Official letter, sponsorship package and form completed
 - iv. A list of potential sponsors will be emailed to BOD.
- C. "Go Give" "Go Serve" Campaign (Andre)
 - 1. No report

(programs continued)

- D. The Aitch Foundation Advocacy Days (Andre)
 - 1. Jumpstart Your Health Tour
 - i. The Aitch Foundation partnered with Joe D. Pentecost Foundation to provide a jumpstart to your health tour for communities in Mid-Michigan. I
 - ii. Individuals that do not have insurance will learn about and enroll in an affordable health insurance program.
 - iii. The first 25 participants will receive a \$50 GIFT CARD!!
 - iv. Partners
 - a. Conquest Health and Fitness Foundation
 - i. Nutrition and health information provided by On Target Living
 - ii. Individuals that visit the Foundation booth will receive a personalized water bottle with integrated fruit infuser sponsored by Compass Health
 - b. Get Covered America
 - i. Assistance with, and enrollment in, an affordable health insurance policy
 - c. Healthy Michigan Plan/ Blue Cross Blue Shield
 - i. Health care literacy
 - d. MSU Healthteam and Dental Professional
 - i. Blood pressure
 - ii. Screening for oral cancer
 - iii. Fecal occult blood (take-home test)
 - iv. Setting up appointments for further screening and physical
 - e. The Aitch Foundation
 - i. Cancer awareness
 - ii. Education screening classes
- E. 5th Youth Sports Summit (Kim)
 - 1. Details
 - i. Saturday, May 16, 2015
 - ii. The Summit Sports and Ice Complex
 - iii. 10:00 a.m. – 3:00 p.m.
 - iv. Admission: FREE
 - 2. The Youth Sports Summit was designed to combat childhood obesity and promote healthy, fit and active lifestyles for our children.
 - 3. This is a community based one-day event the whole family can enjoy.
 - 4. 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.
- F. Hoop Fest (Kim)
 - 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. The 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 on March 23 & 24.
 - 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.

(programs continued)

- i. Mohamed suggested maybe using his contacts to have a station on concussion education.
 - ii. Alan Haller suggested a session on Sports Psychology and the following names for additional information.
 - a. Dr. Denise B. Maybank, Vice President for Student Affairs and Services
 - i. maybank@msu.edu
 - ii. 517 - 355 - 2264
 - b. Paulette Granberry Russell, Sr. Advisor to the President for Diversity, and Director, Office for Inclusion and Intercultural Initiatives
 - i. prussell@msu.edu
 - ii. (517) 353-3924
4. The Foundation, in return, will receive marketing benefits at the event, table displayed at the Breslin Center during tournament and access to Lansing School District to promote future Foundation events.
- G. Community Partners in Health (Kim)
1. Andre reported this opportunity allows the Foundation to work with other groups with similar missions.
 2. Goal: Helping Make Mid-Michigan a healthy, active place.
 - i. Winter Warm Up (Jan-March) and Walking in Our Community (April-Dec)
 - a. FREE 9-week program for all mid-Michigan residents designed to improve your health and fitness.
 - b. Encourage people to increase physical activity by raising awareness about the importance of being physically active
 - c. Connects people to resources and community events that promote healthy lifestyles

VI. Miscellaneous

Andre
Nichole

A. Website

1. The website is maintained by Nichole Tilma.
2. The website is update to date with all programs and events.

B. Friends of the Board

1. Provide planning, advocacy, research and administrative resources to supplement the limited capacities and budget of the foundation. We are truly grateful!
 - a. Art Craft DISPLAY, Inc (Barry Freed)
 - i. Contributed retractable banners and hanging banner
 - b. EDGE Partnerships (Angela Witwer & Lorri Rishar)
 - i. Established brand development for Andre Hutson's Bowling with Champions
 - ii. Donated graphic design time for banners
 - c. Hubbard Law Firm, P.C. (Donald Lawrence, Jr.)
 - i. Donated legal service
 - d. Simplified Tax (Lesley Bergquist)
 - i. Donates time for accounting services

(miscellaneous continued)

- a. Social Media
 - i. Facebook
 - a. 76 fans as of 12/3
 - b. 226 as of 12/9 due to BOD inviting friends and sharing posts.
 - ii. Instagram - @chffoundation (29 followers)
 - iii. Twitter - @CHFFoundation
- b. Business Cards
 - i. Blank cards were distributed to the BOD
- c. Meeting Dates for 2015
 - i. Will be sent out at a later date

Meeting adjourned at 1:00 p.m.