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Board of Directors Meeting Minutes

Wednesday, May 20, 2015

Members present:

Lesley Bergquist, Alex Coss, Emily Dawson, Andre Hutson, Graham Fuller, Becky Goodwin, Dan Kreft, Aaron Pumfery, Sarah Sackrider, Julie Tadgerson, Toni Thomas and Meghan Ziehmer

Staff: Nichole Tilma and Kim Neir

I. Welcome

- a. Andre welcomed the board.
- b. Andre introduced guest speaker, Mike Totte, from Lebuda-Simons-Bray Insurance Insurance.
 - i. They are a full service property/casualty insurance agency specializing in homeowners, automobile, life, business, & professional insurance.
 - ii. They have A+ rated national and regional insurance companies that they can place business with. Their staff has decades of insurance experience and knowledge of all lines of P&C.
 - iii. Mike has made a recommendation to the board that directors and officers liability coverage be purchased.
 1. This type of liability covers directors and officers (D&O) and employment practices (EPO) and liability.
 2. Rough estimate of \$900 - \$1,000 premium per year.
 3. Cap of \$1,000,000 coverage.
 4. This type of insurance does not include accident policy for the CHFF.
 5. Signed forms and waivers do not protect the board from 3rd party employment liability.
 - iv. The staff will also look into general liability and special event insurance.
 - v. New Board Members
 1. Lesley Bergquist, Simplified Tax
 2. Emily Dawson, All Grand Events
 3. Meghan Ziehmer, Greater Lansing Sports Authority
 - vi. Secretary Position
 1. Meghan Ziehmer volunteered to fill the Secretary's position.
 2. Motion by Andre Hutson
 3. Second by Dan Kreft

- vii. Changes to Staff
 - 1. Executive Director
 - a. Nichole Tilma has filled the interim executive director's position.
 - b. The position will be re-evaluated before the fiscal year end of September 30, 2015.
 - 2. Grant Writer
 - a. Kim Neir is the grant writer for the Foundation.
- II. Establish Quorum
 - a. Motion by Alan Haller
 - b. Second by Aaron Pumfery
- III. Approval of Minutes (Action)
 - a. Motion by Graham Filler
 - b. Second by Toni Thomas
- IV. Financial Report
 - a. Annual Report
 - i. The annual report will be interim (prorated from first year and to date)
 - ii. The report will be emailed to the board.
 - iii. Deadline to complete if June 2, 2105.
 - b. Youth Sports Summit
 - i. Andre passed out an updated summary for the Youth Sports Summit.
 - ii. Final numbers and statistics will be complied by the end of the month.
 - iii. Total revenue \$20,000 (CHFF provided \$5,000 for the program)Total Expenses \$19,450
 - iv. Net Profit \$549.88
 - v. The goal of the event was to break event. All figures are tentative until Andre receives final confirmation of expenses
- V. Executive Directors Report
 - a. Past Programs
 - i. HOOPFEST
 - 1. Hoopfest is an interactive basketball playground, held in conjunction with the MHSAA Boys Basketball tournament finals in March on the campus of Michigan State University.
 - 2. The Foundation partnered with the Greater Lansing Sports Authority to provide an opportunity for Lansing School District students to participate in a field trip and 6 interactive stations.

3. The Foundation partnered with the MSU School of kinesiology to coordinated and run the 6 interactive stations.
 - a. Station 1: Sports Medicine – Heads Up: Concussions Awareness for Youth
 - b. Station 2: Sports Nutrition – Fuel Your Body to Succeed!
 - c. Station 3: Training for Sports- Want Power? Build on the Basics
 - d. Station 4: Fitness at Home – Home is Where the Heart Is
 - i. The students will learn different exercises they can do at home to be active.
 - e. Station 5: Sports Psychology – Mental Toughness – One Size Fits All
 - f. Station 6: Youth Sports Channel – Jack of All Trades: Let’s Get Active!
- ii. Battlefield Brawl
 1. Battlefield Brawl is an adult flag football fundraiser that supported the Oldham Project; a program that gives children, fighting life-threatening illnesses, a day where they can forget about their battle and just have fun.
 2. Conquest sponsored the Conquest Fun Zone where families experienced jump roping, rock climbing, a bounce house, bubble zone, Hula Hoop show down and much more!
- iii. Youth Advisory Council
 1. Meetings
 - a. First meeting was held March 29 at Campus Village
 - b. Next meeting is June 28 at Campus Village, 3:30 pm – 5:00 pm
 2. Committee Leadership
 - a. Joni Tadgerson has been selected as the President
 - b. Casey Ring has been selected as Vice President
 3. Global Day of Service
 - a. The YAC participated in was the Global Day of Service on Saturday, April 18, 2015.
 - b. The YAC choose to volunteer at the Learning Leaves Community Farmscape. The farmscape supports the community gardens on Lansing's Eastside, with a focus on education.
 - c. The YAC pulled weeds, raked and watered the gardens. The YAC also planted starter seeds in preparation for the new growing season.
- iv. Youth Sports Summit (Andre)
 1. Vendors
 - a. 20 vendors participated in the summit
 - i. ATA Martial Arts Dewitt
 - ii. Ballistic Volleyball
 - iii. Cap City Athletic 1847
 - iv. Capital Cheer
 - v. Chill Soccer
 - vi. City Limits Bowling
 - vii. Conquest/3D Dynamics

- viii. D4 Sports
- ix. DRM Genesis
 - x. Goldfish Swim School
 - xi. Junior Kickers
 - xii. Lansing Derby Vixens
- xiii. Lansing Parks and Recreation Department
- xiv. Lansing United
 - xv. Lettuce Live Well
 - xvi. Master Carl's ATA Martial Arts
- xvii. MHSAA/Capital Area Officials Association
- xviii. Mid-Michigan Youth Football League
- xix. Nottingham Equestrian Center
 - xx. ODP Fitness
 - xxi. Special Olympics Michigan
 - xxii. Summit/Aim High
 - xxiii. Triple Threat
 - xxiv. Twistars Gymnastics
 - xxv. Wildcats Cheer Pride
 - xxvi. YMCA Westside
 - xxvii. Buffalo Wild Wings
 - xxviii. Pepsi

2. Sponsors

- a. \$13,000 was collected

3. Scholarships

- a. 19 scholarships will be distributed.
- b. \$150 scholarships will be given to each vendor to fund a scholarship for a participant.
- c. Each vendor had a ballot box on their table that participants could choose to apply.
- d. Scholarship winners were drawn at the end of the program

4. Marketing

- a. Bulk of expense budget was spent on PSA's and outdoor advertising.
- b. Several different PSAs were filmed with Andre at different schools in the area.
 - i. Grand Ledge
 - ii. East Lansing
 - iii. Bath
 - iv. Charlotte (last year)
 - v. Holt (last year)
 - vi. Everett

v. Gold Fish Swim School Safety Day 2015

- 1. This event brought together an array of community organizations and programs geared towards safety and fun community activities for families.
- 2. The Foundation provided hula-hoops, balance beam, trampoline, jump ropes and bubbles. This free event, was held outdoors, with free food and swimming for everyone.

b. Upcoming Programs

i. 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.
 - a. The goal is to target 32-40 new kids.
 - b. Participants will be asked to commit 4 of the 6 dates.
 - c. Currently 70 children that have applied for the program.
 - d. Each of the two instructors will be paid a \$500 stipend.
 - e. May 29 is the deadline.
2. Instructors
 - a. Jason Guss, Director of Golf Performance, Hawk Hollow
 - b. Chris Morey, Michigan State University
 - c. Trisha Witherby, Michigan State University
 - i. A special promotional activity form will be filled out to use MSU athlete's name and photo for promotion.
 - ii. Nichole will email Allan Haller for specific details and contact person to validate request.
3. Sponsorship
 - a. Sponsorship is needed to cover a healthy snack for estimated 50 individuals a night.
 - b. Application has been submitted to Meijer to sponsor snacks
4. End of Program
 - a. Each participant will receive a certificate of completion.
 - b. Goodie Bag
5. Volunteers
 - a. 2 volunteers will be needed each week for the program.
 - b. Eric Nunn has volunteered to help with the program. He is a sophomore from St. Johns Hugh School.
6. Last Year's Participants
 - a. The board recommended that the foundation send a letter or email to last year's participants with a message to have "Fit" summer and include a golf pass for Little Hawk.
 - b. The boards also recommended that last year's participants get invited to come back on the last day to participate in the program and golf.

c. General

i. Website

1. The website is continuously updated.
2. All board minutes have been posted there, tax forms and our gallery of smiles

ii. 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.
4. Contributors
 - a. Graham Fuller
 - b. Mohamed Elnabtity, MD
- iii. Edge Partnerships
 1. They will continue to provide graphic design services for the Foundation.
 2. The foundation will be charged a non-profit rate.
- iv. Jackson National
 1. Printed our posters and signs in-kind for the YSS.
 2. They have also printed our Golf FORE Kids certificates and waivers.
 3. A request will be sent to print materials for Family FootGolf Event.
- v. Article
 1. Article was featured in Lansing State Journal and Detroit Free Press
- d. Family FootGolf
 - i. Saturday, August 29, at The Falcon
 - ii. Time has not been finalized
 - iii. Tilma will be finalizing budget and title sponsor proposal.
 - iv. The goal is to make it a free event.
 - v. It is our goal to have individuals register for a tee time.
 1. Tee times can be made every 7 minutes.
 2. Other activities will be planned incase teams have to wait.
- VI. 2015 Meeting Dates (start at 11:30 am, location TBD)
 - a. August 20
 - b. November 11
- VII. The meeting was adjourned at 12:47 p.m.

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