

Crime Stoppers USA Board of Directors Minutes of the January 13, 2010 Meeting

Present: Greg Willey, Scott Abrams, Margaret Jones, James Chambers, Jan Van Houten, Rob Sarrantonio, Nick Nicholson, Frank Boyd, Chris Cameron, Troy Daniels, Estella Quintanilla, Tim Stark, Mike Hope, Richard Carter, Gary Potter, Elaine Cloyd, John Lamb, Ken Kelley, Bob Mooney, Tom Kern.

Absent: Tami Lawlor, Jack Sullivan, Troy Erickson, Patrick Curran

Approval of Minutes: James Chambers made the motion to approve the minutes and it was seconded by Frank Boyd. The board voted unanimously to accept the Secretary's Report.

Chairman's Report: Tom Kern's Chairman's Report refers to the Resource Development Report he put together. He submitted it in writing and it is attached.

Vice-Chairman's Report: Greg Willey submitted his report in writing but said we had 38 inquiries through the web site which included 8 questions about starting up Crime Stoppers programs.

Treasurers Report: Scott Abrams said we had a Conference refund from Malcomb Travel. Scott reported that he didn't have all the bank statements yet so not everything is concluded. The Treasurer's Report will be adjusted when we get the final statements from December. James Chambers noticed there was a line item on the Treasurer's Report about board travel and wondered who had done the travelling. Scott said Troy Daniels made a trip to Washington DC which was previously approved by the board. James made a motion to accept the draft Treasurer's Report and Frank seconded it. The board voted unanimously to accept the Treasurer's Report.

Regional Directors Report: Regional Directors from Regions 6,7,10 and 14 submitted their reports which are attached. John Lamb from Region 9 said there is some legislation going through Oklahoma called the Crime Stoppers Bill to firm up all kinds of CS policies.

Legal Services Report: Richard sent out legal report via email and it is attached. Richard said that one of the most important items on the agenda is the 3Wins proposal because it appears there is some back and forth on the letter of agreement letter. The Board needs to decide what direction to go with this and then we can look at the legal aspect.

Nominations Committee Report: Margaret Jones said the Executive Committee met and accepted Kevin Viney's resignation. Margaret made a motion to approve Kevin's resignation and Elaine Cloyd seconded it. The board voted unanimously to approve the motion. Margaret emailed programs in Regions 2 and 3 asking them for nominations for Regional Directors in their areas.

Tom Kern said that Chris Cameron is willing to fulfill the Secretary vacancy. James asked if Chris would give up being Region 7 Director and she said she would do whatever the board

wanted her to do. Elaine asked if she could stay on until August and then decide what position she would like to continue. Tom Kern made motion to accept Chris Cameron as Secretary. John Lamb seconded it and the board unanimously approved the motion.

Governance Committee: Rob Sarrantonio explained that the committee has not been able to meet. He did say that the committee will have the proposed by-law changes and the CSUSA accreditation suggestions done before the meeting in Ft. Worth. Margaret asked Rob to send those documents out before the meeting once he had the changes made. Those serving on this committee are: Elaine Cloyd, Rob Sarrantonio, John Lamb, Troy Erickson.

Membership Task Force: Margaret Jones talked about the new membership database and said it was fantastic. The web address is csusa.memberlodge.org. The database will send notices to programs and their regional directors if members haven't paid. Like CSIM, programs can update their own info. The cost is \$100 month or \$1200 a year but if we pay annually we will receive a 20% discount. We can set up a pay pal account and people can pay online. There are a number of features we could tap into down the road. Margaret made a motion to purchase this new membership database and Elaine seconded it. During the discussion John Lamb said there is a service charge for credit card and pay pal charges so we may need to charge a handling fee if we accept payment in those ways. Tom called for a vote and the Board approved this expenditure unanimously. Tom said the dues notices will go out immediately. The other software package that we are considering will help us keep track of CSUSA elections. We would have our member programs submit the two people who will vote from that program and it will tally and keep track of everything and even do an audit. We also can set it up so each region will only see the candidates they are voting for. The cost is \$1000 and the money could come from the Motorola Grant. Margaret made a motion to purchase this software program and Elaine seconded it. The Board approved this unanimously.

Motorola Grant: Tom announced that we received a \$100,000 grant from Motorola to improve CSUSA communications. A brief summary is attached. Three main areas we will target with the grant money are Marketing Communications, Conferences and CSUSA Organizational Development. Tom said we could use this money to subscribe us to a webinar service where we would have unlimited webinars for a cost of \$500 per year. The most important part of this grant is having the ability to develop awareness literature and materials like a resource tool kit. We have earmarked \$30,000 for this. The Southern Police Institute and NCPC are experts in the field and will develop brochures and boiler plate press releases for us which will be something our members can use in their communities. We will use \$10,000 to create an expo booth professionally designed, and perhaps buy some marketing items like challenge coins, pens, etc. Motorola will be the premier sponsor for conference and we have set aside \$20,000 for that. Board Training funding is part of the grant so if we want Jean Block to continue to help us in our strategic plan and board development, that gives us money to do that. We have also budgeted \$1000 to offset the cost of 2010 elections. Tom said we have received \$50,000 already and the rest will arrive in April. Scott asked if Motorola needed any documentation or follow up from CSUSA. Tom said the only requirement was that we not use the money in anyway that violates our non-profit status. Motorola sought CSUSA out and indicated this may be an ongoing partnership. Elaine made the motion to accept the \$100,000 grant from Motorola and use the money as outlined and James seconded it. The motion carried.

3WINS Proposal: Tom brought up the proposal from 3WINS about helping CSUSA organize and promote ourselves nationally in a better way particularly the areas of fundraising and fund development. Gary Potter sent out a written proposal which is attached. Rob said he wasn't comfortable in giving so many projects to one company. Rob said this is new to us and sees us starting with one project. After that, if it is beneficial to us both, we could ask 3WINS to work on the next project. Elaine questioned the pay rate because the proposal said CSUSA pays all expenses for 3WINS plus 25% of the gross revenue. Gary said the reason that this is in the proposal is because 3WINS takes all the risk and they do not charge an hourly rate. If CSUSA makes money, then 3WINS makes money. Gary said that if we wanted to pay 3WINS on an hourly basis, we could explore it. Tom said because there have been revisions and Richard is not with us right now, we will have an executive committee meeting in 10 days to look at this and give the recommendation back to the board and then vote.

Resource Development Task Force: Written report attached.

CSI Dues Structure: Greg Willey said that everyone who has agreed to serve will be contacted and a conference call will be set up. Greg thought the dues structure could be complete in one conference call.

Unfinished business: Scott sent out the 2010 budget last month to be approved this month and asked if there were any questions. Rob asked if we needed to hold off in approving if we are restructuring the CSI dues. Scott said that the dues would take effect in 2011. Elaine asked if the Motorola grant money was included in the budget and Scott said it was. John Lamb made a motion to approve the budget and Jan Van Houten seconded it. The motion carried with one opposed.

Board Meeting times: Tom said that this may be a difficult time in the day for most of the board to be on a conference call and asked if lunch time might be a better time for us. Most of the board liked a 1 p.m. Eastern Time board meeting so we will give it a try at the March Board Meeting.

Discussion:

James Chambers asked if the Board would pay some of his expenses to attend the meeting in Ft. Worth. Tom said the policy is to submit his request in writing to Greg Willey.

Tom adjourned the meeting at approximately 5 p.m.

Respectfully Submitted,
Chris Cameron