

**CRIME STOPPERS USA**  
**BOARD OF DIRECTORS MEETING**  
**FEBRUARY 18, 2010**  
**Ft. Worth, Texas**  
**1 p.m.**

**Roll Call:** Tom Kern, Scott Abrams, Greg Willey, Elaine Cloyd, Margaret Jones, Troy Erickson, Rob Sarrantonio, Bob Mooney, Frank Boyd, John Lamb, Estella Quintanilla, Patrick Curran, Tami Lawlor, Gary Potter, James Chambers, Richard Carter, Troy Daniels, Chris Cameron, Doug Anderson  
Absent with notice: Jan VanHouten

Chairman Tom Kern called the meeting to order at 1 p.m. He thanked Richard Carter for hosting this Board Meeting at CLEAT.

**Approval of Minutes:** Tammy Lawlor put together a packet of all past minutes that have not been approved and passed the packet out to all board members. It was suggested that we wait to approve all of the minutes until the board has a chance to review them. In the General Documents tab of the packet are all original documents of CSUSA and Richard Carter has agreed to keep them all so we will have a historical record.

**Reports**

**Vice Chairman's Report:** Greg Willey's report is attached

**Secretary's Report:** Chris Cameron asked the board to look over all of the past minutes so we can approve them tomorrow.

**Treasurer's Report:** Scott Abrams financial report is attached. Scott said for the month of January we had an excess of receipts over disbursements of \$46,000, primarily due to the first installment of \$50,000 from the Motorola grant. The second installment should come in May of this year. The \$20,000 grant from target will be recorded in February.

**Regional Director's Reports:**

Region 1 – Rob Sarrantonio – Report attached

Region 4 – Jack Sullivan – no report

Region 5- Nate Nicholson – Report Attached

Region 6 – Frank Boyd – Report Attached

Region 7 – Chris Cameron- Report Attached

Region 8 – Troy Erickson – Report Attached

Region 9 – John Lamb – Report Attached.

Region 10 – Estela Quintanilla – Report Attached

Region 11 – Patrick Curren – Report Attached

Region 12 – Tim Stark – no report

Region 13 – Ken Kelly – no report

Region 14 – Mike Hope – no report

### **Legal Services**

The Retainer Agreement For Professional Services between Crime Stoppers USA and Richard Carter was distributed to the Board because it needs to be renewed. The contract is attached. Greg Wiley made a motion to renew the contract and Gary Potter seconded it. The motion passed.

### **Committees**

**Nominations Committee:** Margaret Jones presented to the board the letter of resignation she had received from Nate Nicholson, Region 5 Director. Mrs. Jones made a motion to accept his resignation from the board, motion was seconded by Elaine Cloyd, and the motion was unanimously approved. Ms. Jones pointed out there are also vacancies in Regions 2 & 3. With approval from the board Ms. Jones will continue soliciting for someone to serve in this capacity, not necessarily from these regions.

Ms. Jones emailed a rough draft of the Nominations Committee Policy and Procedures revisions for the Nominations Committee Policy and Procedure for Candidates applications, campaign procedures and ballot procedures to the Board for their input. This document is attached. We need to communicate the changes to our membership once this document is approved. We will vote on this at the March Board Meeting.

Additionally, Ms. Jones and Chairman Kern will continue to work on new web site that will meet the needs for CSUSA as far as ballots and voting. Because voting can be done electronically with this new software, Margaret suggested we might need laptop computers available at the Annual General Membership Meeting in August so those who did not vote prior can do so at that meeting. Ms. Jones and Chairman Kern will talk more about this at the March meeting.

**Finance Committee:** Scott Abrams suggested that CSUSA develop an investment policy because CSUSA has funds right now that could be put into a CD to earn interest. Scott will put a policy together and share it with the Board in March.

### **Newsletter**

Tami Lawlor asked all Regional Directors to write an article about their region and submit it to her by March 5. Because the newsletter is a lot of work, Tami has put together a To Do list for each board member to complete to help out with the newsletter. There will be an Ask The Expert column in each publication sponsored by the Motorola Foundation. Estella Quintanilla asked that a calendar be emailed to the board that showed the deadlines for each item the board was asked to complete.

### **Strategic Plan Update**

**Governance Committee:** Governance Committee members are Rob Sarrantonio, Elaine Cloyd, John Lamb, Troy Erickson and Rob explained they spent 10-12 hours on conference calls drafting the attached Memorandum of Understanding between CSUSA and our member programs as well as the Elements of the Certification Process. Rob

asked the Board to review this and asked for discussion. This document outlines best practices of a CS program and those programs adhering to the guidelines will be listed as certified programs of CSUSA. John Lamb made the only suggestion, changing the 2<sup>nd</sup> bullet point from 501 © 3 status to charitable tax-exempt because some CS programs hold a different non-profit status. Tom thought the Executive Committee from each program should sign this Memorandum of Understanding and Scott Abrams said other nations already do this. Tom suggested writing a cover letter to go out with this document that details why CSUSA is asking the programs to sign this.

**Membership:** Margaret Jones said we need a special membership category for companies that would like to join CSUSA like Energy Crime Stoppers who are attending the Executive Director's Seminar. Estela Quintanilla said that many companies belong to Energy Crime Stoppers and they were given an award by the Sheriff Association. Elaine Cloyd said we need to get the category decided because they have been trying to join for two years. We should come up with guidelines for corporate membership. Patrick Curran made a motion to create a \$300 corporate category for organizations wanting membership in CSUSA. Gary Potter seconded this motion. Tami Lawlor felt that \$300 was not enough money to ask companies to pay, that they could pay more. Gary thought that if we went too high, it could turn those companies off. A vote was taken and the motion was unanimously approved. The Membership Task Force will develop the guidelines for this corporate membership.

Ms. Jones also said that the Membership Committee would like to work with Ms. Lawlor to come up with promotional materials outlining the reasons to join CSUSA. Ms. Jones also suggested that we have an area on our new member database where programs can indicate whether or not they have a school program.

**PR and Marketing:** Tami Lawlor showed the board a sample trade show booth she would like to buy to use at all the conferences we attend. This booth has a table attached and can accommodate a video display. Tami is also looking at trash and trinkets touting the CSUSA name to hand out at trade shows and conferences we attend.

The NADDI conference is March 24-26 in New Orleans. Tami suggested that it would be great publicity for CSUSA if we sponsor a coffee break for \$500. That money would come from the Motorola Grant. The board approved that expenditure.

Michele Seguna, a former reporter for America's Most Wanted, is filming crime prevention public service announcements promoting Crime Stoppers, thanks to a partnership with Scripps. These PSAs, will be aired on Scripps Stations in Cleveland, Detroit, Phoenix, Baltimore, Kansas City and Tulsa. If this is successful, they will be shown in many more cities across the US.

### **New Business**

**Web Site:** Tom Kern explained that there are three companies that will submit a RFP to design and build an interactive web site for CSUSA. Once we have their bids he will

forward them on to the board. The Motorola Grant will cover this expense. Troy Daniels suggested that the Home Page should explain to visitors how to leave a tip and how to access their CS Program in their area.

**Member Management System:** CSUSA purchased the Wild Apricot Member Management Software System. This new member software will send invoices, keep track of member information and do mass mailings to our membership. All the information from CSIM has been imported into Wild Apricot. Regional Directors will have a section that can be customized to their region. There can also be a section that highlights Crime Stoppers Programs in the News. There also is a Members Only section. Additionally this software has the capability to do webinars for up to 50 people and if we have some specialized training we can offer, we could certainly charge for the webinars. Chairman Kern has created Login names for all of the board members and sent out that information via email.

**National Tip Line:** Troy Daniels said a National Crime Tip System is currently being crafted by Congress so that citizens can give anonymous crime tips throughout the United States and be delivered to the appropriate CSUSA Program or law enforcement agency. These anonymous tips could be received via phone, web or text message. The cost is somewhere between \$2-\$3 Million and CSUSA would be the perfect organization to market this nationally. It is not a given that CSUSA would be the organization to receive the funds to do this because there is another newer organization that is trying to compete with CSUSA for this. Troy will be meeting with some legislators in Washington DC to talk about this and has written a proposal to give to legislators that detail CSUSA and the local programs ability to handle this large scale National Tip Line with ease. Troy's proposal is attached. Troy did mention that we may need to reach out to a Republican to co-sponsor this bill with the Democrat sponsor.

**Conference:** Tami Lawlor said the theme for this year's conference in San Antonio is Together We Can. It will be held from August 29-September 2 at the Westin Riverwalk Hotel. This is a change of venue because the original hotel, the Marriott is going to be undergoing some construction and had to cancel. Because of the cancelation, the Marriott gave CSUSA \$5,000. There will be a Crime Stoppers 101 class on Sunday which will be perfect for people new to Crime Stoppers to attend. Given the state of the economy, Tami said we would like to offer scholarships to programs that need financial help so we might be able to waive their registration fee. The early registration fee is \$299 if conference attendees register before April 15 and \$375 if received after 4/15. Tami estimates 300 will attend this conference. Tami would like to plan a Denim and Diamonds event two nights before the conference ends. This will be our gala event and hopes to make the attendees feel like VIPs. She passed out a proposed budget for the Board to review but wanted the Board to understand that this is the idealistic budget but will be paired back to meet realistic attendance and sponsorship goals. The budget is attached.

**Bylaws:** Rob Sarrantonio emailed the proposed bylaw changes to the Board so there could be some discussion at this meeting about them. The document is attached and the

changes are in bold. There was much discussion about Article VI – Board of Directors particularly the qualifications to be on the CSUSA Board. We also talked about Section 5 which deals with Regional Directors and it was suggested that we may want to restructure and consolidate the regions. Rob asked that the Board think about what qualifications for board members they would like to see in the bylaws and submit them to Rob by March 3.

### **Data Dots Presentation**

Greg Gothard and David Barnes from Data Dots did a presentation on their product for the board. Data Dots is being widely used in Australia and the number of car thefts has been greatly reduced in that country because the product is being used not only by the automobile companies but also the public. In the US if CSUSA helps to launch the product here, they would develop a template for law enforcement as to where the dots are placed on the car. The dots are noticeable if a black light is shined on an area. There are so many on a car that it would be very difficult to scrub them off. Data Dots is a very effective deterrent to crime and is a great crime prevention tool. Australia has also used Data Dots to deter copper theft and in the US, could help deter the fast growing incidents of construction site thefts.

Palm Bay, FL is a full Data Dots community. The Data Dots helped solve B&E's, car larcenies, copper thefts and thefts of street signs. The City of Palm Bay is marking their assets as well. Data Dots staff trained law enforcement, city leaders and car dealerships and the dealerships display posters in their showroom promoting this. Before the launch in Palm Bay they participated in a parade and the police and boy scouts teamed up to generate excitement with the theme "The Dots Are Coming." The boy scouts are promoting and selling the Data Dots with a percentage of the sales going back to them.

Greg and Dave explained that they would like to partner with CSUSA in developing Data Dots into a CSUSA product. This could be a money maker for both CSUSA and our local programs. The board was excited about this possibility and very interested. Tom Kern asked for 3-5 board members to volunteer to work with Data Dots to help them develop a model for the US.

The meeting was adjourned at approximately 7 p.m.

Respectfully Submitted by Chris Cameron

**CRIME STOPPERS USA**  
**BOARD OF DIRECTORS MEETING**  
**FEBRUARY 19, 2010**  
**Ft. Worth, Texas**  
**5 p.m.**

**Roll Call:** Tom Kern, Scott Abrams, Greg Willey, Elaine Cloyd, Margaret Jones, Troy Erickson, Rob Sarrantonio Bob Mooney, Frank Boyd, Estella Quintanilla, Patrick Curran, Tami Lawlor, James Chambers, Gary Potter, Chris Cameron  
Absent with notice: Jan VanHouten

The meeting was called to order by Chairman Tom Kern for the purpose of approving the minutes that had not been submitted up until now for approval.

**Minutes of the January 14, 2009 Minutes:** The only correction was the spelling of Greg Wiley's name. The minutes were approved with that correction by an unanimous vote.

**Minutes of the March 11, 2009 Meeting:** One typo was found and will be corrected. Greg Willey approved the minutes with this correction and Patrick Curren seconded them. The minutes were unanimously approved with this correction.

**Minutes of the May 13, 2009 Meeting:** The roll call indicated that Scott Abrams did not attend but he did attend. Also, the minutes stated that Tom Kern, Tami Lawlor, Tootie and Sid Neuman were given a trip on the Carnival Splendor but Tom Kern said they received a tour of the boat, not a trip. Elaine Cloyd made a motion to approve the minutes with those changes and Patrick Curran seconded it. The minutes were unanimously approved with those corrections.

**Minutes of the June 10, 2009 Meeting:** The roll call indicated that Bob Mooney did not attend but he was there. And Greg Willey who was absent had an excused absence which was not indicated. Under the Chairman's Report, under Notes – it should read that Tom Kern will send a hard copy to Kevin Viney. Under Additional Discussion Points it talks about Ralph as the owner of Crimestoppersononline. Ralph's last name is Schorer which should be indicated in the minutes. A couple of typographical errors were also pointed out and will be corrected. Rob Sarrantonio made a motion to accept the minutes as corrected and Gary Potter seconded it. The minutes were unanimously approved with those corrections.

**Minutes of the September 2009 Meeting:** The Chairman's Report included a sentence that should be deleted from the minutes. Additionally, there were a couple of grammatical errors that will be corrected. Margaret Jones made a motion to accept the minutes as corrected and Tami Lawlor seconded the motion. The minutes were unanimously approved with these corrections.

**Minutes of the November 11, 2009 Meeting:** Under Approval of Minutes – Chairman Kern asked Kevin Viney to submit a list of missing minutes by December 2, 2009. The missing meeting minutes are from January, March, May, June, and September. There were some grammatical errors that will be corrected as well as some spelling errors. In the second paragraph we will add that the Mayor of Juarez, Mexico has requested Crime Stoppers help. Margaret Jones made a motion to approve the minutes as corrected and Frank Boyd seconded them. The minutes were unanimously approved with these corrections.

**Minutes of the January 13, 2010 Meeting:** On the second page, the second sentence should read that Elaine Cloyd made a motion to accept Chris Cameron as Secretary. Under Membership Task Force, we will re-word a sentence to Guidelines will be sent to member programs as how they can cast their two votes. Margaret Jones made a motion to approve the minutes as corrected and Elaine Cloyd seconded them. They were unanimously approved with corrections.

### **Unfinished Business**

- Tom Kern asked that the board get their reports to Chris Cameron one week before the Board Meeting so all Board Members can get a change to review them.
- Tom Kern asked Greg Willey to develop a template for Regional Directors to use so all their reports would share the same detail.
- Tom Kern will send an email to the entire board to ask who would like to work with Data Dots on coming up with a partnership with CSUSA.
- Bob Mooney said that the Board meeting on February 18, 2010 was a long one but we got a lot done and everything went very well. He thanked the Board for their work.

The meeting was adjourned at approximately 5:40 p.m.

Respectfully Submitted by Chris Cameron