

Crime Stoppers USA

Minutes of the March 10, 2010

Board of Directors Meeting

Roll Call: Tom Kern, Elaine Cloyd, Margaret Jones, Greg Willey, Jan VanHouten, Rob Sarrantonio, Frank Boyd, Troy Erickson, John Lamb, Ken Kelly, Estela Quintanilla, Chris Cameron

Chairman Tom Kern called the meeting to order at 1:05 p.m. We were unable to approve the minutes because we did not have a quorum.

Reports

Governance Committee:

- **Ballot:** Rob Sarrantonio said Troy Erickson is almost done with the ballot that will be used for the entire membership to vote on the bylaws changes.
- **MOU:** John Lamb is working on the MOU we discussed in Ft. Worth and when it's done he'll send it to the board.
- **Bylaw change:** Rob's suggested that CSUSA not stipulate whether an at-large board member have a current involvement with their local Crime Stoppers Program. There are currently six at-large board positions. Elaine Cloyd suggested we should allow two candidates without local CS involvement and not six. Tami Lawlor said we need to consider having open positions filled with people that have the skills and contacts that would be useful to CSUSA which would help us move CSUSA forward. Margaret Jones said we have worked on the bylaws for the last 10 years and the feeling has been that was important to have a working knowledge of Crime Stoppers thus affiliation with a program was a must. John Lamb felt it was important that the people who control CSUSA have an affiliation but did not object to a having a few people without local affiliation. Tom Kern said we have to look at our resources and identify those that have the expertise to help move us forward. Rob said this will allow influential people and corporate sponsors to help on our board and open us up to new things. Both Tom and Rob said that the entire membership has to vote on this change and the people seeking an at-large position still has to run for it so it's truly up to the membership to elect those positions. Tom asked Rob to put out a motion via email regarding this.

Chairman's Report: Report is attached.

- Tom Kern said the Visa Card is ready and will be better than anticipated and will offer more benefits and more money back to CSUSA. Local programs can put a link on their web site and develop brochures and they will have the opportunity to manage their own accounts. The card will offer discounts to restaurants and retailers. Every time the card is swiped, CS will make 2 cents. It is a debit card and the money goes into an interest bearing account. We as an organization need to come up with a revenue sharing stream to present to the local programs.
- **Member Site – CSIM** is up to date and Tom is working on the new member site. We purchased the online media account, InstantPresenter.com. Tom will set up a

meeting to teach everyone how to use it. We can also use it for training and all board members will have the ability to use it.

Vice Chairman's Report: Report is attached.

Secretary's Report

- Chris Cameron asked if anyone had a template for a Board Roster to please send it her way.

Regional Director's Reports

- Region 1 – Report Attached
- Region 3 – Report Attached
- Region 4 – No report
- Region 5 – Report Attached
- Region 6 – Report Attached
- Region 7 – Report Attached
- Region 8 – Report Attached
- Region 9 – Report Attached
- Region 10 – No report
- Region 11 – Report Attached
- Region 12 – No report
- Region 13 – No report
- Region 14 – No report

Nominations Committee

- Margaret Jones reported that the Candidacy Applications forms and instructions are finalized and will be sent out to all qualified members April 13, 2010. A candidate application went out to an interested party in Florida. They have also been sent to Region 2, 3 and 5. Ballot policies and procedures will be posted on our new voting web site called Big Pulse.

Newsletter

- Tami Lawlor said that the newsletter should go out by April 15. If everyone would get their articles in by deadline, the newsletter would be easy but since that is not happening Tami asked if someone else could be responsible for it after the April edition. John Lamb offered to help Tami with the next two newsletters to ease the burden.
- John Lamb asked if we had the artwork for the CSUSA logo online somewhere. Tami said we needed to have a graphic artists convert it into a Vector File. Elaine Cloyd said she will look to see if she has the original art. Tami also said that it may not be trademarked so John Lamb offered to investigate that issue.

Membership Committee

- Energy Crime Stoppers expressed interest in joining CSUSA. Margaret Jones said we made a motion and approved that Energy Crime Stoppers pay \$300 to

join. She looked in the by-laws for further guidelines for corporate sponsors and only found that corporate sponsors are not voting members. Margaret felt that we should perhaps have a policy and procedure for corporate sponsors.

- Membership certificates for 2010 are being sent out. Tom Kern said we sent out 700 dues notices and received 200 responses. He also sent out 250 additional dues notices to programs that did not renew in 2007, 2008 and 2009.

Public Relations & Marketing

- Tami Lawlor said since she is the only one working on this committee, she asked if someone could co-chair this committee with her or take it over completely. She is working on Trinkets, the Trade Show Booth and Crime Stoppers Month. Tom encouraged board members that aren't involved in a committee right now to step up and help.

2010 CSUSA Conference

- The Conference web site is up and potential attendees can register online. Tami Lawlor said that the registration cost is \$299 so there is not a reduced rate for spouses since this dollar amount just covers our cost. The Motorola Grant is covering a lot of the expenses already. We can give up to 15 scholarships and we have already received 3 requests for scholarships which waives the registration fee. Tami also said that people can donate airline miles and hotel points to help those wishing to attend the conference but cannot afford it. If programs register by May 1 they will get VIP treatment meaning they will get an upgraded room with a view, Riverboat tour, preferred seating, VIP access to the hospitality room, an invitation to meet & greet with special guests, and will be entered in a drawing for a digital camera. After May 1, the VIP package is gone and registration goes to \$375. Tami said the training schedule is being put together right now. The web address for the conference is www.Seeuthere.com/CrimeStoppers2010. Regional directors need to push this and all of us are expected to help during the conference.

Resource Library

- Jan VanHouten said we haven't received many documents to include in resource library recently. Margaret Jones suggested Jan send out a request to the entire board for submissions.

Regional Directors Manual

- Tom Kern would like Greg Willey and the Regional Directors to develop a manual that outlines the duties and responsibilities of regional directors.

CSI Dues

- Greg Willey said CSUSA's dues to CSI are \$23,500. The committee recommended that CSUSA reduce our dues \$1500 a year for the next 5 years until we reach \$16,000 in annual dues to CSI.

New Business

- Data Dots: John Lamb has leads and hopes to get in touch with the heads of security at Wal-Mart, some oil companies and State Farm Insurance about Data Dots. Both John and Tom Kern have been talking to Data Dots about a contract.

John Lamb made a motion to adjourn the meeting and Frank Boyd seconded it.

Respectfully Submitted;

Chris Cameron
Secretary, Crime Stoppers USA