



Crime Stoppers USA, Inc.

Board of Directors
Chairman's Report

April 14, 2010

Fellow Board Members:

The following is a summary of business addressed by the Chairman since my last report.

Web Site Redeign

Funding Source: 2010 Motorola Grant

Over the past several weeks two web designers have indicated an interest in redesigning the CSUSA website. They both understand CSUSA is looking for public and private web presences and that the Wild Apricot site and the public site need to have a consistent look and feel.

I have selected Ellis-Cane we design. The new public site will be put into production with an account owned by CSUSA on Go Daddy! The account will provide 10GB of space, 300 GB transfer, 100 email accounts, 10 My SQL databases at a cost of \$4.49 per month for a 24 month contract.

The site will be developed in Word Press, which is an open source content management system that will allow CSUSA designees to alter the look and feel as well as the content of the site. The design will be consistent with the current newsletter and templates purchased for the Motorola and Target grants.

The existing Wild Apricot account will continue to provide security and management for the member only site. Ellis-Cain will also design the look and feel of this site to better blend into the public website.

Cost:

Creative Design Development	\$1,080.00
Programming Integration	\$2,520.00
TOTAL	\$3,600.00

Plus \$107.76 for 2-year Go Daddy account.

CSUSA Awareness Materials Project

Funding Source: 2010 Motorola Grant



Crime Stoppers USA, Inc.

Board of Directors
Chairman's Report

A Memorandum of Understanding with the National Crime Prevention Institute was drafted by Dr. Tad Hughes of the University of Louisville's Southern Police Institute and revised by Legal Advisor Richard Carter. The MOU outlines CSUSA's expectations of the deliverables created by NCPI, compensation for services, and ownership. A copy of the MOU is attached to this report. The 2010 Motorola Grant covers expenses related to this project.

I met with NCPI and representatives from Target Corporate Headquarters to discuss two of the training modules. The Identity Theft module is 90% complete and we are beginning to develop the Organized Retail Crime module. Target is providing the subject matter experts and much of the material to be contained in the training module and subsequent brochures.

National Internet Radio Show Interview

We have received some great feedback from the public about our local member programs making appearances on the Susan Bartlestone internet radio show.

National Insurance Crime Bureau

Troy Daniels prepared a MOU. Please review.

Crime Stoppers Visa Debit Card

The Crime Stoppers VISA card account has been established and is nearly ready to launch. 20 programs will be selected to pilot the initiative and with personnel from hCard presenting web based training to them on April 20 at 1pm EST and April 22 at 6PM EST. The current thought is that 90% of proceeds stay with the local programs and 10% comes back to CSUSA to manage the project.

Programs will make money when someone purchases the card then continue to make money every time the card is used. It is also full of benefits. There are also opportunities to bring in companies as partners so that when the card is used at that company the organization gets money no matter who uses the hCard card from any organization - not just Crime Stoppers - at that company.

The hCard is helping to prepare promotional material, assist with training, and manage the accounts. Local programs will establish an account that falls under the CSUSA master account. hCard will distribute the funds and all activity can be monitored through the website account. Any cards sold outside of local programs will be CSUSA's.



Crime Stoppers USA, Inc.

Board of Directors
Chairman's Report

A MOU between CSUSA and member programs outlining participation will be prepared. The hCard company will not open accounts to anyone who is not a member in good standing with CSUSA.

CSUSA will need to purchase the first lot of 2500 cards. There is a \$500 custom card approval fee and costs of the cards are \$1.50 per card for 2500 and \$0.87 per card for 5000. The cost can be recouped as they are sold.

