

# **Crime Stoppers USA Board of Directors**

## **Minutes of the August 10, 2011 Meeting**

### **Grand Rapids, MI**

**Present:** Jim Taliaferro, Jan VanHouten, Bob Mooney, John Lamb, Troy Daniels, Estela Quintanilla, Margaret Jones, Chris Cameron, Loren Hamilton, Don Everson, Kevin Anderson, Barb Bergin, Ron Conlin, Harvey Hilvitz, Mike Blatman, Cindy Kilgore, Elaine Cloyd, Scott Abrams, John Broad, Frank Boyd, James Chambers, Richard Carter, Chris Cameron

Chairman K. Scott Abrams called the meeting to order at 4:06 p.m.

**Strategic Plan:** Scott Abrams said that since the work assignments have been completed by the board regarding the strategic plan, the Executive Committee will pull the suggestions about goals for CSUSA together and come up with a draft of a working plan that will be presented to the Board.

**CSUSA Conference:** Chris Cameron reported that 117 people registered for the conference and sponsorship income looks good. There were some extra expenses in the way of audio visual though which may affect the bottom line. Chris believes the Chamber (who takes care of Silent Observer's financials) will have the financial report for the conference done by September 10.

**CSI/CSUSA 2012 Conference:** Elaine Cloyd, Scott Abrams and John Lamb met with Michael Gordon Gibson about the 2012 CSI Conference contract that needs to be prepared and signed immediately. The contract needs updating and the concessions made to CSI reviewed. Presently, considering the \$75 per registrant, the \$7500 licensing fee and other discounts and expenses that have to be paid during the conference and Spring Board Meeting add approximately \$120 - \$150 per registrant. A meeting will be held shortly between the CSI EC and Elaine Cloyd and Scott Abrams to go over the updates and changes that CSUSA would request be made to the contract. Elaine added that the CSUSA Conference Committee met yesterday to discuss the conference and would like to finalize the contract with the Monte Carlo by September 1. Elaine said that she, Kim Lynch and Lindsey Roberts met with the Target representatives during the conference and went over several items they would like to see in our grant request. Elaine said the 2012 CSI Conference is being proposed at the Monte Carlo Hotel in Las Vegas Monday, October 1, 2012 – Thursday October 4, 2012.

#### **Old Business**

**Trademark:** John Lamb said that CSUSA has applied to get a new trademark. Judge Carter said CSUSA has a trademark and the trademark office will not approve the pending application as long as we already have an existing trademark. That means in order to go forward with a new trademark; we must give up the old trademark. After

much discussion it was determined that it was not worth the time and effort to move forward with a new trademark when the old trademark is acceptable.

### **New Business**

Digital Witness: Scott Abrams said a television production company has contacted us about doing a weekly crime show called Digital Witness. They evidently spoke to some former officers of CSUSA last year but that information had not been passed on to the Board. The production company would like to go forward now and form a strategic partnership but Scott has not seen an agreement. Scott asked if this is something we would like to pursue and if anyone had any concerns. Ron Conlin said that there are potential pitfalls and we need to be mindful of the fine print and have someone scrutinize the agreement before we move forward. John Broad thought this could be a distraction and pull us away from our mission which is to help programs grow and become successful. Mike Blatman would like to know the definition of strategic partnership. James Taliaferro said he is concerned that both CSI and CSUSA might be involved in the same project. Elaine Cloyd wondered what would be required of us, how much oversight would we be required to give and how much control we would have. Scott said we could earn revenue and it could help us get our name out there. Kevin Anderson said that the production company would want us to give them content. It might be difficult to give them enough content to fill the time slot. After much discussion, Mike Blatman made a motion to allow Scott and the Executive Committee to research the production company and Cindy Kilgore seconded the motion which passed.

There was a big discussion on whether we needed accreditation for the classes CSUSA offers at our conferences. Ron Conlin said that is important we have our training accredited and it would go a long way in professionalizing our organization. Bob Mooney said that last year three of the classes were accredited and cost \$20,000. Mike Blatman said every state has different requirements for accreditation. Ron, Mike and Cindy Kilgore all emphasized that it would be important for our organization and attendance at CSUSA conferences if our classes were accredited. Richard Carter said in Texas a Law Enforcement Academy has to be involved by sponsor and sign off on the training. Troy Daniels said when it comes to training at these conferences we want new fresh ideas to move Crime Stoppers Programs further. Troy also said there were many other convenient ways of getting CE accredited classes and that he would not send officers to a Crime Stoppers conference just for accredited training. Don Everson thought it is more beneficial to offer relevant Crime Stoppers training rather than certified training. Scott asked Ron Conlin to sit on the conference committee.

**Strategic Plan:** Scott handed out the document on Monday that detailed all the comments that were written by the various board members that asked board members to identify our the strengths, opportunities, weaknesses, threats. What our job is to prioritize these comments and the EC will put them into some semblance of order. Scott

then asked if board members had other suggestions as to what areas we should focus on. Mike Blatman said he had some concerns. He said we need to take a serious look at what a CSUSA program actually is. What is the single most important thing to a CS Program? Anonymity, we all agreed. So everything else will fall into place, Mike said. If we were a franchise we could dictate what is required to be a CSUSA Program but we are an association. If we tell them we won't certify them, what would that accomplish? We need to develop a strategic plan that takes into consideration all anonymous crime tip programs do business. Some programs pay rewards on solved crimes, some are tied to law enforcement. Richard Carter said perhaps we should open up to all anonymous crime-solving programs and welcome them into our fold. We could offer yearly training on best practices and that could assist CSUSA in surviving.

As a Regional Director, Barb Bergin wants to know what we are selling besides Richard Carter's very valuable service. That's the direction she hopes we're headed. John Broad said that the small programs are crying for help and that's what CSUSA should focus on. Cindy Kilgore said the best training classes are those informal discussions where ideas are shared and we should continue those discussions via our web site. Mike Blatman said ASIS does a webinar each month for \$99 for great training but they have a paid national staff. Scott said that is something to strive for but is more difficult for a volunteer national board that survives on small grants and membership dues. Kevin Anderson said in every country in the world that offers Crime Stoppers, they receive national money. We should be knocking on the doors in Washington DC to receive grant money for Crime Stoppers.

Troy Daniels said that he and others met with the federal Government and Senator Durbin actually wrote legislation that would have guaranteed a large grant for Crime Stoppers. He said all we needed was to find a republican co-sponsor of the bill and we could not find one. If we can find one he will take this up again. John Lamb knows someone with Homeland Security and will talk to that person about moving forward with legislation.

Scott Abrams said he was pleased with this conversation and the Executive Committee will meet very soon to prioritize our goals after looking at all the suggestions.

**Sherman & Sheila Moore:** Sherman's sister passed away during the conference and they had to leave very quickly. John Lamb made a motion that CSUSA send Sherman and Sheila Moore flowers because of the death of Sherman's sister during the conference. Elaine Cloyd seconded this and the motion carried.

Scott Abrams adjourned the meeting at 5:36 PM.