



CASA CHILD ADVOCATES OF MONTGOMERY COUNTY

BOARD OF DIRECTOR'S MEETING MAY 19, 2016

Held at: Tetra Technologies, Inc., 24955 Interstate 45 North, The Woodlands, TX 77380

Present: Jim Funke, Robyn West, Steven Earl, Judy Larson, Bob Evans, Sharon Geib, Clay McCollor, Scott Creasman - Phone

Not Present: Richard Lane, Monica Vils-Brawner, Sabina Rahman-Garcia, James Pung

Others Present: Ann McAlpin

The meeting was called to order with a quorum at 4:48.

The minutes from the meeting on March 15th were approved.

Executive Director's Report:

- Texas CASA audit. We passed and did above average.
- Search for the Development Director. We will need to raise salary slightly given market comps. Ann has been screening. Options: (1) seasoned development professional (2) outgoing community person with contacts (3) should be potential succession for Ann (so maybe mid-career). Finding someone with all 3 capabilities may difficult given our location and salary range. Jim mentioned potential relationship with the board as a key as well.
- Annual report is done and is in the campaign material.
- Ann will apply for the Drucker Innovation award for the CYO. Submission due July 1. Ann is not saying we would win but we could make it to the top 50 which allows us to claim "finalist" status which Ann says is a big deal for bragging rights.
- Ann is on vacation for the 1st two weeks in June.

Committee Reports:

- CYO. Robyn reported on the CYO status. We are at the point where the CYO must start development work. CYO currently has 114 kids as clients when 25 were forecast.
- Finance Committee: Scott started reports. We appear to be on target to be on budget by the end of the year (grants had dipped recently). The committee is investigating additional insurance to stay current with market.
- Legislative Committee by Clay: June 8 warm up meeting. Invitees are also potentially network and development help.

- Governance Committee by Judy: Potential candidates include Jeannette Cross, Jud Miller, someone from Texas Children's Hospital. We may lose Cathy Douglass. Judy will ask board members whose terms are expiring in November about continued interest. We need officer slate again as well.
- Development by Ann: The Northside Lexus Golf Tournament, The Diamond Dinner Party, and the Artemis Society kickoff (new version of the annual campaign). Richard chaired campaign, with jewelry displayed and donated by Mark Pharo. Ann asks that we look at her list and see if you know anyone who you would approach about giving or becoming a member of Artemis so we can look at recurring gifts. This list can even include Gala supporters. Jim talked about his success asking for support from a Gala attendee who said he would commit to a 3 year span. Jim is also meeting with another prospect soon over lunch.

Strategic Discussion:

(1) Investment plan. Cash reserves are currently over \$800,000. Suggestions include moving from cash without interest or little interest. Goal is to take cash we don't need to operate right now (like excess cash) for more aggressive investment. Looking for 4%-5% return, with very little added risk. Used a breakdown between different types of investments.

Steven Earl commented that the Board should be the approval level. Scott proposed that a consent be circulated. Jim agreed and asked Steven Earl to do so. We will discuss at the next meeting instead of executing consents before.

(2) Elevator speech. Discussed passion point for explaining what CASA is and does.

The elevator speech needs to include 1) why passionate about CASA, 2) one or two numbers, 3) what CASA does, 4) a story, and 5) what we want the listener to do. The board noted the importance of stressing that the money is kept in the county. Ann will send out a compilation of the Board's comments, with other info for the elevator speech.

The meeting was adjourned at 6:09.

Appendix: Elevator Speech comments, “Why I’m Passionate about CASA”

We save the most neglected kids in this county from abuse, drugs, prostitution, drop-outs and those things that beset the least significant group of kids. We do it more than feeding a child, or giving backpacks.

Child abuse and neglect changes people, and it damages them. We should do anything we can to make a difference for children who’ve been changed and damaged in this way.

I have seen the impact that Advocates have on a child brought into the system. We can offer a quicker resolution than the state or CPS can. It works!

We can help break the cycle of abuse. We can help prevent it from happening again. We can have an impact on the kids, but also on their children and their grandchildren.

Kids are taken from the extended family. The family is confused. The CASA explains, and helps them understand. The CASA is a vehicle for helping to keep the family together. No matter what parents have done, children long for a relationship with their own family.

Children need somebody on their side. They deserve to have somebody fight for them.

We save the most vulnerable children in this county. What we do stays here. Every dollar stays here.

Other organizations have cycled from spending money locally to going back to sending all donations to their national organizations. We keep the dollars in the county and that’s different.