



**Ohio Children's Trust Fund
Board Meeting Minutes
May 4, 2017**

Board Members Present:

Dr. Valerie Alloy (Director Tracy Plouck)
Carrie Baker
Representative Janine Boyd
Carla Carpenter (Director Cynthia C. Dungey)
Christina Klefeker
Senator Stephanie Kunze
Representative Sarah LaTourette
Dr. Kathi Makoroff
Ronald Rees
Diana Starkey

Board Members Absent:

Interim Director Lance Himes
Senator Cecil Thomas

Staff Present:

Kristen Rost, Executive Director
Eric Campfield, Program Manager
David Monder, Program Manager
Nicole Sillaman, Program Manager

Guests:

Ruben Hernandez Story, Legislative Aide, Senator Cecil Thomas
Mary Hoft, Treetops Center for Children and Adolescents
Haley Phillippi, Joint Education Oversight Committee
Denise Pleska, Senior Staff Attorney for ODJFS
Tammy Powell, Treetops Center for Children and Adolescents
Ciara Price, Senior Legislative Aide, Representative Sarah LaTourette
Lisa Valentine, Senior Legislative Aide, Senator Stephanie Kunze

Chairman Sarah LaTourette called the Ohio Children's Trust Fund (OCTF) Board Meeting to order at 10:00am on May 4, 2017.

Chairman LaTourette asked everyone to introduce themselves. A quorum of members was present.

Human Trafficking Grantee Highlight – Treetops Center for Children and Adolescents

Chairman LaTourette recognized Mary Hoft and Tammy Powell from Treetops Center for Children and Adolescents who provided a summary of their work over the past year pursuant to their grant with the OCTF. Ms. Hoft began by describing the setting of their center where they provide behavioral health services to children ages 3-18 and young adults. Behavioral and emotional problems experienced can include: anger; anxiety; depression; aggression; poor social skills; suicidal thoughts; poor communication skills; and low self-esteem. Treetops works with clients to reduce or overcome these problems.

Tammy Powell, a therapist at Treetops, explained that Treetops also works with children experiencing Post Traumatic Stress Disorder (PTSD). Treetops therapists are nationally certified in Trauma-Focused Cognitive Behavioral Therapy for trauma and traumatic grief. Treetops promotes an environment where clinicians can pay attention to the whole person: mind, heart, and body. The staff at Treetops believes a natural setting supports the healing process. That is why they offer treatment in a unique location on 9 wooded acres. They believe that emotional and behavioral problems are treatable, manageable, and preventable.

The Treetops presenters then explained that under the OCTF grant they created Body Awareness and Safety Education (B.A.S.E.) groups for youth ages 3-17 years that teaches children and their parents' body awareness and safety skills in order to decrease child maltreatment and child exploitation. In addition, they provided education for Warren County Juvenile Detention Center staff. Ms. Powell shared the B.A.S.E. topics with OCTF Board members and explained that B.A.S.E. requires parent attendance at first and last sessions where instruction on reinforcing learning content is provided.

Ms. Hoft and Ms. Powell also provided information on the youth and caregivers reached in B.A.S.E. groups with OCTF funding. They explained that pre and post test scores show significant increase in body safety knowledge. They advised that review of the previous week's learning content at the start of each group reveals significant knowledge retention as measured in verbal responses. In addition, parents regularly express noting increased knowledge exhibited in actions and interactions with others.

Treetops staff also explained the education they provided for Warren County Juvenile Detention Center staff including two 3-hour sessions with thirty-one participants centering on three major learning themes: effect of childhood adversity on developing brain; vulnerability to trafficking/reality of minor trafficking; and the Safe Harbor Law/interviewing skills. The participants completed pre and post tests on human trafficking knowledge that showed a significant increase in knowledge. In addition, a majority of presenter evaluation components were rated at highest levels.

Treetops hopes to continue the educational programs started through their grant with the Trust Fund and they would like to offer the B.A.S.E. classes at intervals throughout the year.

Following the Treetops presentation, board members thanked them for the information they provided. Several members expressed interest in working with them on expanding the services they provide into different counties in the state.

Old Business Minutes

Chairman LaTourette asked for any additions or revisions to the February 16, 2017 board meeting minutes. Vice-Chair Ron Rees motioned that the February 16, 2017 board meeting minutes be approved as written. Senator Stephanie Kunze seconded the motion and the minutes were approved with Carla Carpenter and Dr. Kathi Makoroff abstaining from the vote due to their not having been present at the February 16, 2017 meeting.

New Business

Strategic Plan Update

Executive Director Kristen Rost provided an update on the OCTF strategic plan. The Director briefly reviewed the strategic plan action items and funding priorities that the OCTF Board approved at its February 18, 2016 meeting and she noted the progress made on these items to date.

Director Rost explained that, pursuant to the OCTF strategic plan priority of developing a separate OCTF website outside of the Ohio Department of Job and Family Services (ODJFS) website, the Trust Fund staff have created and submitted a Statement of Work (SOW) to the Ohio Department of Administrative Services (DAS) to put this task out to bid. She advised that DAS utilizes a user-friendly platform that will facilitate the development of the website and that DAS has staff available to assist the OCTF with updates to the website.

After reviewing the priority areas of the strategic plan and the progress made, Board members briefly discussed the importance of mapping where resources and programs exist in order to further support families and increase collaboration. Members also asked to receive communication when the website SOW is released for bid.

OCTF Regionalization Update

Director Rost began her update of OCTF regionalization by reviewing the research study of the regional model currently underway by Cleveland State University (CSU). She explained that CSU will be summarizing lessons learned to report back to the Trust Fund, as well as presenting a report on the OCTF's implementation of the regional model as soon as the project is completed.

The Executive Director then provided updates on each of the eight Ohio Regional Prevention Councils. She also explained that in the Northwest region, the regional prevention council has requested that the OCTF Board reconsider the 50% approved funding levels based on the need for services in the region and the costs to provide those services. Specifically, the council is asking that the approved funding level be increased from 50% to 75%, which would represent an increase of \$272,650 for the Northwest Ohio Regional Prevention Council to implement their prevention plan.

Several Board members noted that the Northwest region is the largest with 16 counties and based on the eight comprehensive baseline needs assessments, it is one of the regions in highest need of services.

Following this discussion, Representative Janine Boyd motioned to approve increasing Northwest Ohio Regional Prevention Plan strategy one and strategy two funding levels to 75% and then returning to consider the funding level for strategy three when appropriate. Vice-Chair Rees seconded the motion. The board voted to approve the motion.

Director Rost then explained that the Central Ohio region submitted requested revisions to their regional prevention plan to the Trust Fund. She reviewed the key components of their prevention plan as well as their revisions.

Board members noted the progress made on their prevention plan and expressed support of the revised plan and budgets provided that steps are taken to ensure duplication of existing services does not occur.

Following this discussion, Vice-Chair Rees motioned to approve the revised Central Ohio Regional Prevention Plan budgets at 75% of the original requested funding levels. Dr. Valerie Alloy seconded the motion. The board voted to approve the motion.

Statewide Application – Women’s Fund of Central Ohio

Eric Campfield explained that the Trust Fund received one statewide application by the February 6, 2017 deadline and no applications by the April 10, 2017 deadline. He reminded members that there was not time at the prior board meeting to review The Women’s Fund of Central Ohio’s application.

Mr. Campfield then provided a brief background on the organization and explained that The Women’s Fund of Central Ohio is requesting funding to implement the following two strategies: to sustain the operation of their grants process, which includes granting funds totaling \$100,000 to award winners who propose services or programs that address economic self-sufficiency and/or gender norms; and to implement a new program that will create a replicable, comprehensive social change grant process. The applicant is requesting \$100,000 for strategy one, \$24,650 for strategy two, and \$25,350 for personnel expenditures. They propose to serve 1,120 children, 983 adults and 110 professionals and their service area includes the following counties: Delaware, Fairfield, Franklin, Licking, Madison, Pickaway, and Union.

Board members asked whether the OCTF Board is able to spend funds to sustain an operation. Director Rost explained that the board is able, but has not done so in the past. Given this, there was hesitancy expressed by members to do so for the Women’s Fund proposal. Other members questioned whether the applicant’s mission aligns with that of the OCTF and whether the proposal represents direct child abuse and child neglect prevention. Given these concerns, OCTF Board members did not take action on The Women’s Fund of Central Ohio’s statewide application.

Community-Based Child Abuse Prevention (CBCAP) Application

Nicole Sillaman explained that the Federal Fiscal Year (FFY) 2017 application is due June 19, 2017. She advised that for the FFY 2017 application, the OCTF is applying for funding for the period of October 1, 2017 through September 30, 2018 and the projected award amount without leveraged funding is \$842,921.

Ms. Sillaman then briefly discussed leveraged funding and noted that the Trust Fund is allocating funding and/or resources to the following mandatory CBCAP priorities: Child Well-Being Data Dashboard for Needs Assessment Analysis; and the Executive Director’s attendance at the CBCAP conference.

Ms. Sillaman also noted that the OCTF will be seeking funding in the CBCAP application for multiple programs and services including, but not limited to, the following: Regional Child Abuse

and Child Neglect Prevention Council Service Delivery for Trauma Informed Strategies; Child Abuse and Child Neglect Prevention Training; Keeping Children Safe: Child Abuse and Child Neglect Prevention Training; Child Abuse and Child Neglect Prevention Month Awareness and Activities; Statewide Competitive Application Initiatives; Human Trafficking Prevention; Infant Mortality Prevention; Child Fatality Review Activities; Parent Engagement; and Strategic Planning Initiatives.

OCTF Budget Discussion

Chairman LaTourette asked OCTF Board Treasurer Diana Starkey to provide an update on the State Fiscal Year (SFY) 2017 Operating Budget. Treasurer Starkey reviewed revenue levels and expenditure levels as well as specific expenditures that will be carrying over into SFY 2018. Board members did not have any questions on the SFY 2017 budget.

Treasurer Starkey next reviewed the proposed SFY 2018 Operating Budget and explained that members had two different draft budget proposals for review: one proposal labeled “DRAFT - without fee increases” that represents currently received fee revenue levels and one proposal labeled “DRAFT - with fee increases” that contains an increase in fee revenue levels that is currently being sought in the Biennial Operating Budget bill.

Chairman LaTourette explained that the requested fee increases were put into the budget bill in the Ohio House of Representatives. The Chairman cautioned, however, that the budget process is ongoing and the fee increases could be removed from the bill. She explained that the OCTF Board has two options: approve the SFY 2018 Operating Budget without fee increases, and then if the fee increases do become law, return and vote on an amended budget; or approve the SFY 2018 Operating Budget with fee increases, and then if the fee increases do not become law, return and vote on an amended budget.

Multiple members expressed their desire that the OCTF Board approve an operating budget without fee increases given that it is unknown at this time whether the fee increases will remain in the budget bill and become law.

Following this discussion, Vice-Chair Rees motioned to approve the proposed SFY 2018 Operating Budget version without fee increases. Representative Boyd seconded the motion. The board voted to approve the motion.

Chairman’s Update – Biennial Operating Budget

Chairman LaTourette provided a brief update on the Biennial Operating Budget and noted that the requested fee increases are currently in the Ohio House passed version of the budget. She also noted that the budget bill currently contains the requested Metropolitan Statistical Area (MSA) language sought by the Board, but a Trust Fund specific program code is not currently in the budget due to some ongoing questions about it.

April 2017 Campaign Review

Director Rost briefly reviewed the April 2017 campaign including the #InTheNext30Minutes Social Media Campaign, media appearances, fundraisers, and Regional Prevention Council funding.

Activities for the #InTheNext30Minutes Social Media Campaign included: paid, targeted advertisements and public service announcements on Facebook and YouTube; creation of a social media profile picture filter via Twibbon; collaboration with our regional partners to expand the reach of our posts; and statewide participation of followers taking the pledge to prevent child abuse #InTheNext30Minutes through simple acts of kindness and posting to social media.

Director Rost noted multiple successes of the #InTheNext30Minutes Social Media Campaign including: Facebook page growth of 4,718 page fans; Facebook page reach of 1,270,324 impressions; 10,206 clicked links to next30.org website via Facebook ads; Facebook PSA video ad viewed 404,346 times with 10,164 clicked links to next30.org website; Twitter account earned 5,237 impressions over the month of April; and YouTube PSA video ad viewed 82,780 times with 290,569 impressions.

The Director mentioned several media appearances she made to raise awareness of April Child Abuse and Child Neglect Prevention Month including: Radio One; ABC 6, Good Day MarketPlace Columbus; NBC 4, Daytime Columbus; and CBS 10, This Morning.

Director Rost reviewed the multiple fundraisers held and the amounts raised including: ODJFS Dress Down Days (\$8,251.24); Kids Bake for Kids Sake Bake Sale Fundraiser (\$969.92); and ODJFS Office of Information Systems Books are Fun book drive (\$176).

The Director also explained that all eight regions partnered with the Trust Fund to implement the #InTheNext30Minutes campaign at the regional level. This implementation included the following: regional partners attended the Trust Fund's kickoff event on March 31st; the Great Lakes Ohio Region hosted their own kickoff event in Cleveland with OCTF staff in attendance; billboards were displayed in 4 regions, encompassing 30 counties in central and northern Ohio; print material, inclusive of coasters, coffee sleeves, posters, table tents, pledge hand cutouts, etc., were distributed in multiple regions (Central, Eastern, Great Lakes, Northeast, Southeast and Western); TV and radio advertisements of the PSA were aired in multiple regions (Central, Northwest, Southwest and Western); movie theater and mobile ads of the PSA were aired in the Northeast and Northwest regions; and the Central Ohio region hosted a benefit day at Flyers Pizza in Hilliard, Ohio with 15% of proceeds donated to the Trust Fund for those patrons who mentioned the OCTF.

Director Rost concluded her April 2017 campaign review by noting that planning for April 2018 activities will begin in the summer.

Other as Requested by Board Members

While board members did not have any other items for discussion, Director Rost reminded members that financial disclosure statements are due to the Ohio Ethics Commission by May 15, 2017. She advised that while the OCTF will pay the fee to file the statements, payment of any late fees is the responsibility of the filer.

The Director also advised members that they are required to have taken annual ethics training by December 31, 2017.

Director Rost also noted upcoming Human Trafficking prevention events that are taking place in the next several weeks and she encouraged members to participate.

As there was no further business to come before the board, Chairman LaTourette adjourned the May 4, 2017 OCTF Board meeting at 12:01pm.

Handouts:

OCTF Board Meeting Agenda – May 4, 2017
OCTF PowerPoint Presentation – May 4, 2017
OCTF Board Draft Meeting Minutes – February 16, 2017
The Women’s Fund of Central Ohio Statewide Application
Central Regional Prevention Plan
SFY 2017 OCTF Operating Budget
SFY 2017 Income Statement
SFY 2018 OCTF Operating Budget
OCTF Ohio Revised Code sections
Executive Director’s Report