



Florida Missing Children's Day Foundation Conference Call Minutes

19 July 2017
10:00 AM

In Attendance

- Mary Coffee
- Jeff Dambly
- Carol Ferry
- Lisa Goodner-Kiel
- Erin Rounds
- Craig Schroeder

Minutes

Craig Schroeder (CS): Welcome.

Floy Turner (FT): How many total members do we now have on the Foundation?

CS: There are five current members: Floy Turner, Carol Ferry, Lisa Goodner-Kiel, Joe Martinez, and Candace McElyea. We are already working on filling the vacant position on the Foundation.

FT: So I think we want to make a motion to formally separate the positions of Secretary and Treasurer.

- **FT:** Do I have a motion to separate?
- **Carol Ferry (CF):** I don't know if I want to separate the two positions. First, we did that already back in August of 2016 and it wasn't changed. Also, I'm thinking maybe those positions should be a combined position.
- **CS:** You are correct in that this was discussed at the August 2016 meeting. However, procedures have changed since then and because no minutes were maintained and the meeting was not noticed, we did not want to officially adopt those changes. Now that we are meeting in a noticed meeting, we want to officially adopt the change to the By-Laws that will separate the two positions. And I believe the issues originally came about because it was determined that maintaining the duties of both the secretary and treasurer were too much for a single person.
- **FT:** So Carol will you make a motion?
- **CF:** I don't want to make that motion.

- **Lisa Goodner Kiel (LGK):** Well I can make the motion but I want to know if there was any official information that was proposed. Like any official language?
- **CS:** No, there has not been.
- **LGK:** Well will FDLE help us with that?
- **Jeff Dambly (JD):** Yes, I can begin working on official language to revise the By-Laws and revise the positions. I can send that language—which would officially separate the two positions-- to Craig to forward out and the language can be voted on.
- **CF:** Once you send out that language and we read it, can't we vote electronically to get those adopted?
 - **JD:** No that is still a Sunshine issue since the public would not have the opportunity to be a part of that if they wanted to.
- **FT:** So it sounds like we don't need to make a motion at this moment. Instead we need to formulate the language that would separate the two positions and then agree to make a motion to separate the two once the language us drafted. Do we agree?
 - **CF:** I could not agree with that.
 - **FT:** Well what do you think? I think the two positions are too much for one person.
 - **CF:** I do too, but I want to see the language before I vote to separate the positions.
 - **LGK:** I would amend a motion to ask the FDLE staff to develop recommendations for splitting these two roles and then they can present to us.
 - **CF:** Don't we have the stuff written during the August 2016 meeting?
 - **CS:** There was never anything submitted to us in writing. The notes from that meeting were taken during a transitional period and I believe they may have lost when Debbie Payne's computer crashed around the time of her transition.
- **CF:** In 2011, I was asked if I could develop sponsorships through grants. But without the financial reports it made it difficult, would that be a secretary or a treasurer duty to keep track of that.
 - **LGK:** Well it is the duty of the treasurer to prepare these reports. I am in the midst of preparing these reports.
 - **JD:** I think the distribution of the financial report could be considered an administrative task; so if we make that a procedure, we can begin having the treasurer send out the financial report to Craig who can then send to the members outside of these noticed meetings and that would fall within the parameters of the Sunshine law.
 - **FT:** That would be great.

- **CF:** I have a question; since the August meeting wasn't noticed and we voted to make Lisa the treasurer, do we need to revote on that?
 - **JD:** I do know the President appoints the President but I'll have to double check the process.
 - **LGK:** I do have it here, it says the Board voted and the commissioner approves. And I do have the commissioner's approval letter.
 - **Mary Coffee (MC):** It might be prudent to have a motion to solidify Lisa in that position in an abundance of caution.
 - **FT:** My only concern is that first we need to separate the two.
 - **MC:** Good point, so perhaps at the next meeting we can do that.
 - **FT:** Well I think for our next Jeff meeting we can have Jeff send out proposed changes to the By-Laws that would officially separate the two positions. And if, based on that, we make a motion to separate the two, then we can make a motion, in conjunction, to officially make Lisa the treasurer.
 - **MC:** I would consider sending any of your submissions on this issue to Jeff by a specific date so Jeff can get them to Craig in a timely manner for you all.
 - **CS:** The next MEPICAB conference call will be August 9th do we want to do it then?
 - **CF:** The morning aren't great for me but I will be available by about 11:30.
 - **CS:** That works, I will set our next meeting for Wednesday, August 9th, at 11:30 AM.

CS: Also, we have been doing some work to the MEPIC website to make it a more valuable tool to the public, the Foundation members, and the Advisory Board Members.

- **CS:** The Foundation will have its own page, with subpages listing future meetings.
- **CS:** It will also have a page which will eventually house all of the minutes.

CF: What is the best way to update the FMCD site with sponsor information?

- **CS:** You can send any sponsor information to me and I will forward that on to Joe Martinez to add to the site. That procedure has been established as a purely administrative task and falls within the parameters of the Sunshine Law.
 - **CF:** So there is no way for me to send that info directly to Joe?
 - **JD:** I would recommend using Craig as in intermediary, though it isn't required. I just think it would be in the Foundation's best interest.
 - **CF:** So everything has to go to Craig?

- **LGK:** Well, Carol, I think this is a good safeguard for us and I am very comfortable sending this through Craig as a good safe guard. I think this is a good idea.
- **CF:** Well I just want to determine how we're going to do this in the future?
- **CF:** Can someone review the Communication committee minutes because they have discussed good website ideas in the past?
 - **CS:** I will look at previous meeting minutes and see if I can find some of this information. If I can, I will bring it to the next conference call.

FT: Let's move on to fundraising roles.

- **CF:** I think it's everyone's job on the Foundation to raise money and I think that should be understood.
- **LGK:** Well as a new member, I have never been given any information as to who we contact or what we ask, so I wouldn't even know where to start. I know from the sponsor forms what kind of people have been contacted but I don't know much beyond that. It seems to be that the Foundation should create and approve a fundraising plan.
 - **CF:** Well I can tell you that police chiefs give generously and Publix has given in the past. If you know any service clubs I would recommend that as well.
 - **FT:** We've also got other Foundation options like Amazon Smile, but you're right we do need a strategy.

CF: I would ask that each Board member send three to five names as to who we could request sponsorships.

- **CF:** And it's not just sending out letters, there's a lot of follow-up to that afterwards.
- **CF:** Can I send fundraising reports out to the members?
 - **MC:** Just send whatever you want distributed to Craig and he can send it out.
- **FT:** Okay, well Carol please send that information to Craig and Lisa, if you have any ideas, please share them as well.
- **FT:** Another thing we used to do is call the Sheriffs that haven't yet responded.
- **CF:** Normally by this time the follow-up emails go out and then August we would start calling.
- **FT:** Can we send to Craig the plan to follow up with potential donors?
 - **JD:** That would be substantive and not administrative so that would need to be done in a publicly noted meeting.
- **CF:** Can we send out a summary of fundraising that's already taken place?

- **JD:** I think you can forward that to Craig and he can disseminate to all members and we can put that on the agenda for the next meeting.
- **CF:** Amy Mercer had brought up using GoFundMe before and I wanted to see where we are with that?
 - **JD:** It was discussed and I think it was determined that we don't want to use that for a GoFundMe page for a number of reasons. The biggest is that people can donate to GoFundMe anonymously and—to use an extreme suggestion—we wouldn't want to take a million dollar donation from a motorcycle gang.
 - **CF:** Okay, well maybe we could contact Amy Mercer who suggested it and tell her.
 - **LGK:** Well I don't think we have any obligation to tell her that we can't use the idea.

FT: Now I want to ASK Craig Schroeder for the list of award winners.

- **CS:** The winners of this year's Florida Missing Children's Day Awards are:
 - **Local Law Enforcement Officer of the Year**
 - WINNER: Troy Belden, Daytona Beach Police Department
 - **State/Federal Law Enforcement Officer of the Year**
 - WINNER: Special Agent Donald Cannon, Florida Department of Law Enforcement
 - **Task Force/Team of the Year**
 - WINNER: Polk County Sheriff's Office, FDLE, Federal Bureau of Investigations, and the Florida Highway Patrol
 - Resident Agent in Charge Brett J. Thompson
 - Sergeant Joseph Makal
 - Detective Maria Sorensen
 - Deputy Sheriff Jeffrey Bradford
 - Detective Robert Mateo
 - Sergeant Robert Kirkpatrick
 - Special Agent Scott Gibson
 - Special Agent Andrew Powell
 - Special Agent Joshua Rios
 - Special Agent Charles Massucci
 - Special Agent Donald Schrenker
 - Special Agent Joe Boland
 - Trooper George Seiler

- **Combatting Human Trafficking Award**
 - WINNER: Miami-Dade Police Department
 - Lieutenant Lewis Velken
 - Sergeant Marie Perez
 - Sergeant Joseph Menendez
 - Detective Raul Cabrera
 - Detective Hector Arreola
 - Detective Kurtis Lueck
 - Detective Isabel Soto
 - Detective Paul Espana
- **Bus Driver of the Year**
 - WINNER: Linda Sheldrake
- **Citizen of the Year**
 - WINNER: Melissa Marrero
- **Jimmy Ryce K-9 Trailing Team of the Year**
 - WINNER: Deputy Jacob Durrance and K9 Chase of Polk County Sheriff's Office
- **CS:** Also, the Evelyn Williams, John and Reve Walsh, Commissioner's, and Young Hero Awards are still being determined. Hopefully we will be able to announce those in the coming days.

FT: Next, I'd like to ask Lisa to deliver the current financial report.

- **LGK:** I went back and started with what we had in the bank as of February 2017 after all the bills cleared for the 2016 event.
 - **LGK:** We started the year with \$17,299.
 - **LGK:** I have deposited \$7,625.
 - **LGK:** So far, I have written checks for \$3,909.
 - **LGK:** Which leaves us with a balance of \$21,053.23.
- **LGK:** Looking back it seems like in the past we do another push in August for funds.
- **CF:** Yes, usually the last 10,000 or so comes in in August when we do the final push for funds.
- **LGK:** Ok, well the issue is that we are at a break-even point. So after this ceremony we'll be close to a \$0 balance. So we should be preparing for that for next year.
- **CF:** So maybe we should begin making calls early.
 - **FT:** Okay well maybe we should discuss who will call who; I can contact some of the sheriff's I know.

- **LGK:** Do we normally go back and resend out information through FSA and FPCA?
- **FT:** Well I can certainly start calling and Carol if you can call some that will be great.

FT: Let's move on to promotion.

- **CF:** I've found out that some people don't even know about missing children's day.
- **CF:** I know some of the sponsors try to get the word out: I know one of our sponsors once wanted to take video and pictures from FMCD to a local legion hall and she had a laptop with all of that information that she could show people. So if we make some of this information or media items available it would easier to promote
 - **CF:** It's kind of what I do on Government day in The Villages.
- **CS:** Well the video is available through the Florida Channel and through FDLE if it is requested. I'm not sure if the Florida Channel has any restrictions in using the video in a promotional context, but FDLE can provide the video upon request after the ceremony.
- **MC:** Also, we want to, in the future, to make that video available for people to use if they need it. Where it would be available to download publicly without having to request it from FDLE.
- **LGK:** I'm also wondering if the Foundation should look into hiring a one-time contractor for marketing and public relations.
- **CS:** Well actually, the MEPIC Advisory Board's Communication and Technology committee has been discussing a strategy in consulting with a local PR firm called BowStern.
 - **CS:** BowStern has offered to (possibly) provide services free of charge to help promote Missing Children's Day.
 - **CS:** This idea is in its infancy, so there are a lot of details to figure out. The committee will be discussing the strategy going forward this afternoon so perhaps I can update the Foundation more on the next conference call.
- **CF:** Do we think there is a change of law to forfeiture funds that have caused the donations to slow down this year?
 - **MC:** Maybe but that is purely speculative. It really is up to each agency. We are doing our due diligence here and watching very carefully. But the use of forfeiture funds isn't up to us, it's up to each agency and their agency heads.
- **CF:** I'd like to make a recommendation for next year that we send out a proclamation to the county clerks and ask that they send them to their governing bodies to make them aware of missing children's day.

FT: Any other items?

CF: Can we get the MEPICAB minutes?

- **CS:** Certainly. And, as I mentioned earlier, we are working to make all of the minutes for the Foundation and the Advisory Board available on the MEPIC web site.

FT: Anything further?

FT: Motion to Adjourn.

Conference Call Adjourned

DRAFT