**Florida Missing Children’s Day Foundation**

Meeting Minutes

Conference Call – 29 January 2020



## In Attendance

* **Foundation Members:**
  + Lauren Adams
  + Joyce Dawley
  + Ed Dean
  + Charlotte Jerrett
  + Pamela Marsh
  + James Previtera
  + Jon Shaw
  + Kenneth Tucker
* **FDLE Members:**
  + Ashley Bullard
  + Brendie Hawkins
  + Mike Phillips
  + Craig Schroeder

## Minutes

1. Welcome and Introduction
   1. Welcome and introduction from Foundation President Ken Tucker. The 2019 Florida Missing Children’s Day (FMCD) event went well and was well organized. Thank you to Florida Department of Law Enforcement (FDLE) members Brendie Hawkins and Craig Schroeder for their hard work.
2. Accept Previous Meeting Minutes
   1. Motion made to approve the previous meeting minutes dated August 5, 2019, as presented with the exception of removing Foundation secretary Lauren Adams from the list of Foundation member attendees. Motion seconded and approved.
3. 2020 FMCD Update
   1. Date/Venue: The 2020 FMCD is planned for September 14, 2020. Per Craig, the space has been booked at the Florida Capitol, and there is a rain plan in place.
   2. Contests: The poster contest ends February 14, 2020, and the essay contest ends March 6, 2020. Per Craig, there has been interest from schools and teachers.
   3. Award Nominations: The award nominations are posted on the Missing and Endangered Persons Information Clearinghouse (MEPIC) website. Per Craig, the nomination forms will be pushed out to law enforcement agencies in March.
4. Statute Change Update
   1. Per Ken, changes to the FMCD Foundation statute have been drafted that would allow the Foundation to raise funds to give grants to law enforcement agencies in support of missing children’s cases. Brendie and Craig gave an update on the progress of the bill: House Bill 1055 sponsored by Representative Brannan and its companion Senate Bill 1552 sponsored by Senator Flores have yet to be heard, but are expected to pass once they are introduced.
5. Treasurer’s Report
   1. Foundation Treasurer Charlotte Jerrett presented the Treasurer’s Report dated January 26, 2020. There is a small dollar amount of travel reimbursement expenses that have not cleared.

Motion made to approve the report. Motion seconded and approved.

* 1. Charlotte also made a Treasurer’s Report dated December 31, 2019, to close out the 2019 year for Internal Revenue Service reports.
  2. Charlotte said she has prepared a list of ten (10) Certified Public Accountant (CPA) firms in Tallahassee to send solicitation letters in order to obtain the cost of an audit and/or review of the Foundation’s financial accounts. The letter states what the Foundation is looking for, what types of revenue and transactions take place, and a timeline to respond to the solicitation. FDLE general counsel Jeff Dambly has previously reviewed the letter. Charlotte will update the time periods, and then send the letter to Craig to be re-reviewed by Jeff.
  3. Craig reported that the total expenses of the 2019 FMCD were approximately $20,000. A proposed budged for the 2020 FMCD will be put together and sent to the Foundation for approval at a future meeting.
     1. Possible changes to the 2020 budget include an increase in travel and hotel expenses and changes to catering expenses. Travel and hotel expenses fluctuate based on the number of families who attend FMCD. The caterer from previous years is no longer part of the capitol café, so new options are being explored, but are expected to remain in the same price range.

1. 2020 FMCD Strategy
   1. Letters, Drafts, and Target Date for Mail Out:
      1. In previous years, solicitation letters were finalized between FDLE and the Foundation at the beginning of March, with the finalized letters mailed late March or early April. Follow-up letters have been mailed late June or early July. Lauren will update the dates on the letters and send to Craig to send to the Foundation members for review of other revisions. Per Craig, sponsors who donate by August 31, 2020, can be included in the event material and program.
      2. In the solicitation letters, Ken would like to include a “thank you” page for those agencies/companies that made donations in 2019. Lauren will draft the thank you letter for approval by the Foundation.
   2. Private Sector Outreach:
      1. Ken commented that 32 donors contributed to the 2019 FMCD event with over $27,000 received simply from mailing out letters and reminders. If Foundation members are aware of agencies or organizations that have not received letters in the past, but may be interested in donating, let Craig know so he can pass the information on to Lauren.
      2. Foundation member Ed Dean mentioned tailoring solicitation letters to specific organizations if the statute is changed to allow the Foundation to give grants. If the bill passes, Ken would like someone from the Florida Sheriffs Association, the Florida Police Chiefs Association, and possibly other law enforcement organizations in order to get their ideas on solicitations for the grants.
2. 2020 Post-FMCD Conference
   1. The MEPIC Advisory Board (MEPICAB) has plans to host training sessions for both law enforcement and the general public at the Florida Capitol Complex after the 2020 FMCD event. MEPICAB meets February 28th and plans to get verbal commitments from speakers at that time as well as planning the marketing strategy for this inaugural training. No expenses are expected for the speakers as they will be associated with MEPICAB or will pay their own way. Speakers are expected to include the United States Marshals and FDLE member Mike Duffey. MEPICAB members Bill Corfield from the Target Corporation and Assistant Chief Antonio Gilliam with the St Petersburg Police Department are spearheading the training.
3. 2020 Rays Baseball Event
   1. Ken thanked Foundation member Jim Previtera for putting together the 2019 FMCD Tampa Bay Rays baseball event. The families of the poster and essay contest winners enjoyed it.
   2. There was discussion between FDLE and Jim about a date to have a second FMCD Tampa Bay Rays baseball event. Jim will check on the availability of Saturday, June 27, 2020. The event would include a Foundation meeting before the game, a suite available for viewing the game, the essay and poster contest winners throwing out the first pitch, and an information table. Jim would also like to have more family presence on the field for the contest winners.
   3. The information table can be manned by FDLE members, but they cannot participate in seeking donations. Ken suggested that Foundation members or other volunteers can work the table and hand out brochures that would direct people on how to donate to FMCD. Brendie has rebuilt the Foundation website, and the new domain hosting can accept financial payments through the website. If Foundation member Joe Martinez relinquishes the Foundation’s domain name, the new website can be used to accept donations, and that information could be included on brochures.
   4. FDLE members mentioned that MEPICAB wants to develop a second public safety announcement (PSA), and asked if it could be run at the baseball game. Jim will check to find out if one of the players could pitch the PSA. Brendie asked about working together with the Tampa Bay Rays also working to create posters and images to use for advertising. Jim will also check about approval for using images and the possibility of advertising on the Clear Channel billboard outside the stadium. Craig asked Florida Outdoor Advertising about using their portable billboard for last year’s baseball game, but they were not able to at that time; he will check for the 2020 game.
4. Additional Items
   1. Weather has caused the delay of two of the last three FMCD events; Jim asked if there was any consideration of moving the date. Craig stated that the event date is set in statute, and was originally chosen because a high number of children went missing around that date. Out of consideration for the families that have been attending for several years, it will remain on that date, but Brendie said FDLE may look at restructuring the event if it continues to get interrupted by weather.
   2. FDLE Special Agent in Charge Mike Phillips (taking over for Donna Uzzell who is retiring) along with Seth Montgomery and Donna Uzzell delivered the Commissioners award to Don Ryce last week.
   3. Seth Montgomery has been promoted to Deputy Director of Capitol Police; FDLE is advertising internally for a replacement.
   4. Ken recognized the Foundation members for using their own time and travel expenses to make the Foundation and FMCD successful. He reminded the Foundation members that they can ask for reimbursement for travel expenses due to meetings.
   5. Ed mentioned that the president and CEO of the Townley companies (that have been big supporters of FMCD) passed away suddenly of a heart attack. The company is in a difficult situation of trying to name a new CEO. The Foundation expresses sincere condolences to the members of the Townley companies and the family of Toro Townley.
   6. Jim made a ceremonial motion to recognize SAC Donna Uzzell and express the Foundation’s formal appreciation for her years of dedicated service. Motion seconded and approved. Jim will draft a thank you letter. Ken asked Mike to pass along to Donna that everyone is heartfelt in recognizing her for her service.

Motion made to adjourn meeting. Motion seconded and approved.

## Adjourned

**Florida Missing Childrens Day Foundation**

**Treasurers Report**

*January 26, 2020*

|  |  |
| --- | --- |
| December 31, 2019 |  |
| Balance | $26,335.27 |
|  |  |
| Donations | 0.00 |
|  |  |
| Expenses | (300.71) |
|  |  |
| January 26, 2020 |  |
| Balance | 26,034.56 |
|  |  |
| Expenses Not Posted | (141.31) |
|  |  |
| January 26, 2020 |  |
| Available Balance | $25,893.25 |