



Florida Missing Children's Day Foundation

Conference Call/Meeting

March 20, 2025
1:00 PM to 2:05 PM

MEETING MINUTES

President Kenneth Tucker

In Attendance:

Foundation Members:

- President Ken Tucker
- Secretary Teri Atchico
- Treasurer Hunter Jones
- Chief Steve Kinsey
- Diena Thompson
- Joyce Dawley

FDLE Members:

- Ashley Bullard
- Mehgen Peoples
- Makenna Nix
- Megan McDonald
- Attorney Rose Garrison

Introductions

- Meeting begins 1:00 PM. Roll call was conducted by FDLE A. Bullard. Quorum established.

Update from Last Meeting/Online

- August 2024 and February 2025 minutes approved by quorum online.
- 2025 FMCD invitation design approved by quorum.
- New FMCDF owned website was approved online. The new website design at www.fmcd.org is now live with the updated format. Any comments/suggestions may be submitted to M. Peoples.
- Legislative bills referencing the Foundation appear to be dead and not moving. If DCF wants to donate to the Foundation, there appears to be no conflict. Also received notification that DCF was not the one that proposed the legislation change. If the bill did pass legislation and a conflict of interest was identified, the donation could be returned.

FMCD Fundraising

- Previous meeting ideas and sponsorship opportunities listed on previous agenda. Does anybody want to volunteer to solicit any of those organizations, law firms, sport organizations or private businesses? Vice President Previtera has indicated he may attempt sport teams; President Tucker may try Publix again.
- Question regarding posting about the Foundation on personal social media. Posts as an individual asking for general support is okay. Soliciting or acting as a Foundation member may need to be discussed.
- Has anybody talked to local organizations yet about scheduling a table to solicit donations and possibly having a separate FDLE table to answer questions regarding missing persons and sexual offenders/predators? If so, the dates need to be cleared with FDLE due to availability.

- President Tucker has sent out emails to Police Chiefs and Sheriffs as a pre-solicitation for donations.
- Solicitation letters will be drafted by FDLE in the next two weeks and sent out via mail. It will include the letter, donation form, and the flyer. Letters are sent to law enforcement and state agencies with the Foundation's branding. Ms. Thompson confirms that names of quoted families may be used for solicitation and on website via the missing person families that provided quotes. President Tucker would like solicitation letters sent to State Attorney's Office.
- Business letter will be sent to Foundation members so members may modify them to solicit non-law enforcement organizations.
- Foundation may fundraise events, but FDLE cannot assist and FDLE branding cannot be on solicitation materials.
- Treasurer Jones has filed the Foundation's taxes for 2024 and requested an updated tax-exempt form as the Foundation's expires in Summer 2025. He is waiting on the electronic paperwork to be sent back. Once the paperwork for the taxes is returned, FDLE will work on compiling the Foundation's Annual Report and submitting the letters of support to the Cabinet per Florida Statute 20.058 requirements. Once this is complete, the Annual Report for the 2024 tax year will be posted on FDLE's Foundation website to comply with Sunshine Law at <https://www.fdle.state.fl.us/MEPIC/Home/FMCD-Foundation>.

New Member Ideas

- Secretary Atchico: Attempting to solicit a donation from a private architecture, construction, and engineering business.
- Secretary Atchico: Also looking into possibly raising money through hosting a pool tournament, run/walk event, golf tournament, and shirt sales in her area. (Possible merchandise sales over markup on Foundation website is not possible at this time due to new website transfer but functionality is being looked at for future and will be talked about at a later meeting.)
- Mr. Dean asked FDLE to relay he is working on a corporate list for possible contact.
- Mr. Dean asked FDLE to relay he is also looking into a rotary to assist with donations.

FMCD Updates/Contracts

- A. Bullard confirms that the Foundation is responsible for costs associated with Florida Missing Children's Day. Last year, FDLE was able to cover some of the supplies that are more generic, but no guarantees can be made for the upcoming ceremony costs.
- The overall budget for this year is around \$35,000.
- Question posed about FDLE picking up some expenses from other funds. President Tucker asks if the sponsor posters could potentially be donated by FDLE? Treasurer Jones will contact FDLE directly to discuss his questions.
- A. Bullard reviews proposed budget and the specific items listed for this year. President Tucker requests a motion to approve proposed budget – moved by Chief Kinsey, seconded by Ms. Dawley. President Tucker states that the proposed expenses have been approved with the caveat that there may have to be an emergency meeting to discuss if anything needs to be cut/removed closer to FMCD.
- Question if museum is normally closed on Sunday and Monday. Clarification that the museum is open on Sundays and Mondays, and the contract is specifically for the big ballroom, tables, and chairs, podium, etc., and the second-floor meeting room.

- TAM contract needs to be signed as soon as possible (next 2-3 weeks at most). President Tucker wants to reach out to TAM owner Mr. Moore to see about getting a possible discount. Motion to approve contract but wait for President Tucker to attempt speaking to TAM pending hopeful reduction in price by speaking to owner. Treasurer Jones approves first, seconded by Chief Kinsey.
- Drury Hotel contract – Foundation would pay for deceased families' stay at hotel. Reserved 50 for Saturday, 10 for Sunday and Monday. President Tucker requests motion to approve hotel contract. Ms. Dawley moves and Ms. Thompson seconds approval of motion.

Next Meeting Dates

- April 24, 2025, at 1 PM to 2:30 PM
- May 22, 2025, at 1 PM to 2:30 PM
- June 26, 2025, at 1 PM to 2:30 PM; this meeting will determine what additional meetings are needed prior to FMCD due to donation levels.

Adjournment

- President Tucker requests a motion to adjourn; Ms. Thompson moves and Secretary Atchico seconds. Meeting adjourned at 2:05 PM.

Florida Missing Children's Day 2025 Budget - Expected

Items needed	Estimate	Comments
Essay Contest	\$700.00	7 essay contest regional winners
Family Invite, Misc Invite Letters, and invite mailing to include postcards	\$500.00	
Postcard Print from vendor	\$300.00	2024 for 1000 postcards was approx. \$260
Award Winners	\$1,800.00	2024 used a new awards vendor, better award quality, service, same approx. price \$1720.80
National Anthem Winner	\$650.00	Child cash award \$150, and travel reimbursement
Caterer	\$5,500.00	2023 Quote: 5545.65, 2024 5406.20
Caterer Gratuity	\$975.00	was not included one expected finance, generally 18%
Marketing plastic bags		
Marketing Items	\$705.38	2024 Lanyards 700 for \$475 and stickers from Target Print \$233.38. TBD minimum with how we use them would be for lanyards at FMCD for staff, Board, Foundation, sponsors, families, award winners/guests. Lanyards denote access to TAM for free during the 1 hour block designated. Guests without lanyards do not get free access.
FDLE expenses/Print Shop/Mail	\$3,000.00	2023 FDLE expenses was around \$3,000, 2024 is around 4,000. Not counting items that were purchased by employees close to FMCD.
Cash Award	\$500.00	250.00 each for the citizen and school bus winner.
Tent Rental	\$0.00	Eliminated due to location change
Stage Equipment	\$0.00	Eliminated due to location change
Sound Equipment	\$1,400.00	2023: 1365.00 2024: 1,386
Essay Contest	\$100.00	\$100 essay contest state winner (receives two checks one as a regional winner and one as the state winner for a total of \$200)
Wix website renewal	\$600.00	next renewal 8/9/2025. Payed \$250 prior, they gave a steep discount due to Foundation.
Travel Reimbursement	\$4,500.00	Travel for victim families, citizen, and school bus winners everyday hero award. \$2024 did not receive a lot of requests for reimbursement (5 for approx. \$2,601). Foundation typically pays for 5 or so awards reimbursements. This number could be higher but the award recipients are usually sworn law enforcement in which their agency pays. Approx. 6 regularly attending deceased families. Typical price for each reimbursement ranges from \$300 - \$500 depending on their location in FL. So as an average of \$400 x 11 = \$4,400
Hotel for Foundation members	\$780.00	The Foundation only now pays for their own members on the card. All other expenses are reimbursed from Foundation funds. 2024: Only 1 member 2025 there are potentially 6 members
Bag Piper	\$250.00	Plays the bag pipes at the end of the formal ceremony. Usually \$250 dollar payment OR \$150 with hotel stay. Agency payed for the persons stay in 2024.
Dog Bones/Bowls	\$30.00	K9 Winners, bandana and bones
Domain	\$288.00	25 a month, Domain listing at Cloudflare+
Bottled Water/Ice/Flowers/ drinks	\$700.00	water, coffee, juice for attendees/Sponsor, cups, flowers, etc. breakfast at FMCD
FDLE personnel reimbursement for misc. items	\$250.00	Last minute purchases, perishable or items that FDLE will not order on their account
Frame replacement/portfolio	\$800.00	For 100 approx. We have 20ish left. Need to be ordered this year.
Sunbiz	\$70.00	Non-Profit Status
Domain Listings	\$577.00	This is for Domains to be listed on common search engines, different than Domain holder and Wix website. Need information
Tallahassee Auto Museum	\$8,600.00	Reservation for Sunday & Monday
PO Box Renewal	\$210.00	USPS, PO BOX 15822
Roses	\$160.00	For the "Time of Remembrance", honoring victim families and Roses (153.30) This is an expense that continues to rise since roses are so expensive
Total \$\$\$	\$33,945.38	more in the range of 35,000

3/20/2025

2025 Budget**\$****35,000.00**

2024 Approved Budget: 30,000

2023 Approved Budget: 29,389

2022 Approved budget \$27,274

2025 Approx. \$35,000