

**Corrections Foundation  
Board Meeting Minutes  
November 6, 2003**

**Board Attendees:**

Mr. Louie Wainwright  
Mr. Jim Williams  
Ms. Sheila Logue  
Mr. Mark Tallent  
Ms. Evelyn Ploumis-Devick  
Ms. Mary Ellen Dayan  
Ms. Lyn Stanfield  
Mr. Bill Woolley  
Mr. Robert Woody

**Absent:**

Mr. Wilson Bell  
Mr. Frank Costantino  
Mr. George Crady  
Ms. Betty Bennett

**Absentee Vote:**

Bishop Frank Costantino  
Mr. Tom Rush  
Mr. Willie Floyd, Sr.

**Staff Attendees:**

Sheri Logue  
Staci Lilliston

President Louie Wainwright called the meeting to order 10:45 a.m. Members were introduced and meeting minutes from March 25, 2003 were approved. Treasurer Mark Tallent gave the financial report, which described general operating and grant accounts and bank balances. The 2003-04 Budget was approved and includes projected funds from a successful membership campaign in February 2004.

Ms. Sheila Logue gave the Executive Committee Report which highlighted items discussed at the September 4, 2003, Executive Committee Meeting. The employee assistance criteria was revised to define dependent children and the amount of financial assistance was decreased to \$1,500 for casual day assistance to enable us to provide more immediate help to employees. The Executive Committee also discussed the troop fundraiser and the "Wall of Honor."

Ms. Ploumis-Devick mentioned the need for a press release regarding the troop assistance project. Mr. Williams recommended an article be placed on the My Florida website. Ms. Stanfield suggested that we forward this story to the department's Public Relations section to extend it to others in the press. Motion was made and approved to publicize our involvement in this and other projects.

Mr. Woody indicated to the Board how proud he was of Foundation accomplishments and the cooperation between DOC and Foundation Staff. Many great projects have been implemented including Just Read, which collected 44,000 books statewide to distribute to non-profits serving children and the Governor's Mentoring Initiative which now includes more than 2000 department employees.

Mr. Williams mentioned the uniqueness of the Foundation and the need for us to "toot our own horn" regarding our accomplishments.

Mr. Wainwright reminded everyone that the main mission of the Foundation is to support Department of Corrections employees and their families and in our support of programs we should not lose focus of this fact.

### Foundation Report

Ms. Sheri Logue gave the Foundation report. Membership is currently at 9,321 people, down 270 members since June 2003. We have provided employee assistance to 157 people since January totaling \$261,000.

Our 4<sup>th</sup> Annual Golf Tournament was held October 24 at SouthWood Golf Club and was a huge success. Our profit was \$12,152. We had many wonderful sponsors this year with special thanks to Protec Monitoring for being our Tournament Sponsor, and to Bridges of America, Varian Diagnostics, Wainwright Judicial Services and General Dynamics for being Platinum level sponsors. Board participation was impressive with 11 members participating in fundraising for the tournament. An addition to a great turnout for the event, this year's tournament included a silent auction, which was successful in raising nearly \$1,000 for the Foundation.

In April, the Foundation in conjunction with the Department of Corrections began the "Flags for Freedom" fundraiser to support the 310 department employees who were deployed due to the September 11<sup>th</sup> terrorist attacks and Operation Iraqi Freedom. Special casual days were designated during the month of May to raise money for this very important project. We also purchased 12,500 lapel pins and sold them statewide for \$5.00 each as an additional fundraiser. To date we collected \$64,288 from both activities.

In May, we distributed \$20 phone cards to the families of the 310 employees/troops deployed totaling \$4,960. The Board recommended the Foundation distribute checks or money orders rather than a gift certificate or card, since a check could be used for any need.

Mr. Wainwright agreed to meet with Secretary Crosby to discuss plans to distribute the remaining funds to the families of the troops.

### Program Report

Ms. Sheila Logue updated the Board on the Farmworker Housing Project at Hardee and Avon Park CI's, the Ford Motor Company Project at Dade CI, the Computers for Florida's Kids Program at Sumter, Glades, and Cross City CI's, and the Safety Net Project.

Funding for the Farmworker Housing grant will end in June 2004; however, some funding will continue through cabinet building at Avon Park CI. The cabinets are being made for Catholic Charities, Collier County Housing Authority and Everglades Community Association. These sources will generate \$196,240 in revenue during the 2003 and 2004. We will need to begin to seek additional funding to continue this project after 2004.

\$40,000 in funding for the Ford Motor project was received up front to start this one-of-a-kind program in the nation. To date, we have spent three-fourths of the money. Education Services has indicated plans to provide support for this vocational program to continue at Dade CI through another grant or general revenue funding.

The Computers for Florida's Kids Program is operating at 3 institutions, Glades, Cross City and Sumter. During the last fiscal year the program distributed 800 complete computers and 927 components to various public and private schools, daycare centers, and churches that benefit children throughout the state.

All computer requests come to Sheila Logue and are approved by Alan Tudor in Education before they are sent to the appropriate institution for fulfillment. Computers are refurbished by the inmates in the vocational programs at Cross City, Sumter, and Glades CI as they arrive at the institutions and then donated to the various non-profit organizations previously mentioned.

Ms. Stanfield recommended that we consider a partnership with Digital Divide to have computers donated to the Computers for Kids program. Mr. Nimer supported approaching Digital Divide. Digital Divide could approach big companies to donate computers to the Foundation and their donation would be a tax deduction.

Mr. Nimer made a motion to approach Digital Divide, seconded by Ms. Stanfield. Ms. Stanfield was designated to initiate this discussion with Digital Divide and give us a status report at the next board meeting.

In January 2002, the Foundation entered into an agreement with Safety Net to be the fiduciary of the Justice Learning Consortium's program. The program was a satellite and Internet program for at risk youth and their families. We entered this agreement with expectations that the program would expand and we would gain a 5% commission from future grants, however Safety Net did not receive any of the grant funds they applied for this year. Unfortunately the program closed as of September 17, 2003. The Foundation, during its time as fiduciary, earned \$3,175 from this agreement. All Safety Net obligations have been paid and the Safety Net bank account has been closed

Ms. Sheila Logue expressed special thanks to Mr. Woolley for being instrumental in the Foundation receiving the grants and agreements mentioned above as well as helping to implement the programs supported by each grant.

#### Foundation Fundraising

Mr. Woody discussed the need for more unrestricted funds for the Foundation and the role of board members to solicit these funds. He has recently made contact with Publix, Clay Electric, Charles Perry Construction and Terry Yon and Associates to ask their support of projects serving at-risk youth. One thing he observed was their interest in supporting programs working with kids even though the results aren't immediate. By helping disadvantaged children to become better citizens companies will see the benefit in the future. Mr. Woody recommended that committees meet and discuss making contact with potential donors. He also mentioned that the Foundation staff needs Board support because unrestricted dollars are necessary to keep paying staff salaries.

Mr. Woolley indicated several other big businesses that we could contact like Badcock Corporation, Walmart, and Watkins Corp. in Lakeland.

Ms. Stanfield expressed concern as a Board member that she needs to know more about Foundation programs to be able to articulate our mission, purpose and needs to a donor. It would be helpful to be more aware of what's going on at the Foundation in between board meetings. It

would be helpful to have a workshop focusing specifically on our programs and how they operate. She recommended the Board meet once a quarter and that Board members have materials that make soliciting donations easier, including a document that puts it into business terms and how their support will make a difference.

Mr. Woody mentioned that we had recently developed a brochure, which is being edited for use in solicitation. Sheri distributed a copy of the brochure to the Board. Mr. Williams made a motion for the Executive Committee to work with Sheila and Sheri to develop a nice informational brochure. Motion was seconded and approved by all. Motion was also made to develop a Strategic Plan that corresponds with the department's Strategic Plan and Operational Strategy. Motion seconded and passed. Plan will be brought before the entire board at our next scheduled meeting in April or May.

Mr. Nimer spoke about the need for a formalized corporate sponsor program and the need to separate donors from vendors of the Department of Corrections. We don't want donors to feel obligated to give because they want to keep their vendor connections with the Dept. The Foundation does not play a role in Dept. vendor relations. The Foundation needs to seek sponsorship outside of vendors doing business directly with the DOC.

Ms. Hanley said it might be more successful to sell corporate sponsors on an activity or project and then ask for their donations. Mr. Woolley agreed by saying we could ask Badcock, Advanced Auto Parts and other corporations for their computers for Computers for Kids and then once they are involved with the Foundation, ask for a monetary donation.

Mr. Williams recently wrote 31 non-profit companies seeking their support and agreed with the need for a corporate brochure. He also met with the Executive Vice President of Winn Dixie.

Mr. Woody suggested that the Foundation hire a grant writer and pay a 10% commission if a grant is successful. Ms. Ploumis-Devick said grant writers do not write on the chance of a grant being successful, they are paid a fee to write the grant whether it is successful or not. She also mentioned that we need DOC support before the Development Committee can plan projects to seek funding. Ms. Sheila Logue mentioned there is not a grant section at DOC anymore and this is where we received a lot of support before.

In order for Board members to be successful in fundraising, Ms. Ploumis-Devick expressed the need for someone to prepare the Board by knowing when corporations receive their funds and who the contact person is at the corporation. Ms. Ploumis-Devick stated that it would be helpful to have department staff on our committees, and that way we would know what is realistic to implement.

### Membership Campaign

Mr. Wainwright said he would approach Secretary Crosby for his support of the upcoming membership campaign in February. He will set up meetings in January to meet with the Regional Directors. Mr. Wainwright and Mr. Williams will meet with Regional directors to seek their support and kick off the campaign. The Regional Directors will in turn meet with the wardens to inform correctional officers of the benefits of being members of the Foundation. Instilling competition between the wardens and districts was very successful last year and the top membership recruiter Warden Henry Alford was appointed to the Foundation Board by the Secretary.

The Foundation brochure will be ready prior to the membership campaign to better inform employees of the benefits of joining. We will also distribute a document detailing what the Foundation has done for employees and their families in the past.

The Foundation will offer cash prizes for new members, members who increase their membership, and the largest increase per capita per region.

Mr. Williams mentioned we must increase membership so that we can meet the need more immediately and possibly be able to increase the employee assistance amount. It would be helpful to share testimonials from employee assistance recipients during the membership campaign.

Discussion led to whether a decision had been made regarding 5% of all money coming through the Foundation be used to cover administrative costs including salaries. Sheri Logue expressed hesitance to use 5% of Employee Assistance for this purpose because staff has grown accustomed to 100% of their contributions being given back to employees in need. 100% going back to employees is a selling point for membership and may draw criticism from employees. The Board felt a 5% administrative fee would be understandable, it is a small portion and it pays for part time salaries necessary to operate the Foundation. It was felt that members would understand that it takes money to operate the Foundation.

Mr. Williams recommended approaching Secretary Crosby about the department supporting the administrative assistant position. It was decided that Mr. Wainwright would discuss the matter with Secretary Crosby and if by February the position wasn't funded by the department, we would need to implement the 5% rule described above in order to pay the administrative assistant's salary.

It was recommended that we look into how the Department of Agriculture and Education DSO's are supported. Ms. Logue recalled that the administrations at these foundations are supported solely by the state department they serve.

#### Program Committee Report

Sheila Logue gave the Program Committee Report on behalf of Wilson Bell. Mr. Bell has spoken to Barbie McAnelly in an effort to have the Foundation Board support literacy in the institutions. A list of institutions in need of literacy volunteers was distributed. Mr. Bell encouraged each board member to adopt an institution and become involved in literacy. Ms. Hanley informed the Board that there is an organization that provides volunteers for this purpose, Volunteer Florida, and that they have more volunteers than they have service opportunities. We need to speak to Liza McFadden at Volunteer Florida, 410-0696 and let her know our need and a contact at the institutions.

Mr. Wainwright commended the Executive Committee for meeting regularly to guide foundation staff and to make suggestions to Secretary Crosby regarding projects and programs. He also thanked the Board and staff for their hard work and commitment to the Foundation. Committee assignments were passed out to remind members which committees they had agreed to serve on.

Mr. Alford and Ms. Bunny Hanley resigned from the Board, effective November 6<sup>th</sup>. Their support and leadership will be missed. There are now 2 vacancies on the Board. Board

members were asked to recommend new members to the Executive Committee so that a recommendation can be made to Secretary Crosby for appointment.

Bishop Costantino and Mr. Tom Rush's terms have ended, however there was a motion to continue their appointment for another year. Motion was seconded and passed unanimously. Secretary Crosby will be asked to reappoint them to the Board.

Ms. Sheri Logue asked for suggestions for our goals and objectives. Ms. Ploumis-Devick suggested that Sheila and Sheri develop a list of projects that we are currently working on and expand on them to determine our goals. We need to have a Strategic Plan and Operational Plan before the Board goes out to seek sponsorship and support. We need to get a working document (draft) and then present it to the Executive Committee. The Plans need to coincide with the DOC's Strategic Plan so that we will receive the support of the Department and projects will be realistic to complete.

The meeting was adjourned at 1:15.