

February 9, 2007
Executive Committee Meeting
Lawtey Correctional Institution

Attendees:

Mr. Louie L. Wainwright, President
Mr. Tom Rush, Vice-President
Mr. Dave Mecusker, Treasurer
Mr. Jim Williams, Membership and Finance Committee Chair
Ms. Betty Bennett, Development Committee Chair

Staff:

Mr. Chris Akins, Executive Director
Ms. Sheri Logue, Administrative Director

The meeting was called to order by Mr. Wainwright at 10:00 a.m. Mr. Mecusker led the meeting with an opening prayer and Warden Doug Watson welcomed us to Lawtey Correctional Institution.

Mr. Rush established a quorum and the minutes from the August 21st conference call to revise the organizations bylaws were presented for approval. Mr. Williams made a motion to accept the minutes as recorded, seconded by Mr. Rush and unanimously passed.

The meeting minutes from October 13th conference call to consider pursuing a specialty license plate for the Foundation were presented for approval. Ms. Bennett made a motion to accept the minutes as recorded, seconded by Mr. Mecusker and unanimously passed.

Treasurer Report

Mr. Mecusker gave the treasurer report and discussed current unrestricted funds and expected expenses for the coming year. It was suggested that the Foundation deposit another \$100,000 into our interest bearing money market account and that we search for another accounting firm to perform our annual audit. The cost of our audit has grown each year with this year's expense projected at \$6,000. It was agreed by all that this amount is excessive giving the time and effort required to perform our audit. Mr. Mecusker will contact the accountant that conducts the audit for the Florida Council on Crime and Delinquency about submitting a quote to perform our audit for 2007.

Mr. Mecusker explained that the a/c units purchased by the Foundation through a donation from the Episcopal Church for the Lawtey CI multipurpose room had been received and that Lawtey CI was preparing to have them installed by summer. Mr. Williams noted that Graybar Electric had donated \$4,000 worth of wire and materials towards installation of the air conditioning units.

Mr. Mecusker noted that the extra space had been found in the multipurpose room and through plans to knock down a wall they were going to be able to add 15 additional classrooms and added security which will help expand programming.

Mr. Wainwright suggested that we submit an article to the Compass to recognize the project and the donors that made the a/c units possible.

Mr. Williams mentioned that Senator Wise is proposing a bill to teach inmates to read and he is very focused on reducing recidivism.

Mr. Mecusker presented the budget and spoke of expected revenue and expenditures for the next year. Mr. Wainwright reminded staff that all financial decisions should be discussed with Mr. Williams and Mr. Mecusker as co-chairs of the Finance Committee. Mr. Mecusker is working to develop a description of the purpose or job description for the Finance Committee. Mr. Akins was asked to assist him.

Mr. Williams made a motion to approve the financial report, seconded by Mr. Rush and unanimously passed.

Mr. Williams introduced discussion about our current financial status and the low unrestricted or operating funds we have for the year. He mentioned that it was evident we were short \$23,000 for administrative costs and salaries through December 2007 and he asked the board to consider how we were going to accomplish raising funds towards this goal. Mr. Williams noted that there is a new Director of Grants within the Department and he asked if we could get closer involved with them to have us serve as the fiduciary for Department grants.

Mr. Akins mentioned that Abbe Justus in the Grants department has been very helpful over the last few months and has tried to find grants that would be a good fit for the Department and us. The problems she has run into involve interest from the Program Department and the feeling that they have

too many projects going on to take another one on. Basically she was told that the Program Department was not interested in pursuing additional projects.

Mr. Rush noted that nothing would change until someone is put into place within the Department to assure that programs expand. The atmosphere needs to change and people need to be excited and committed to making the partnerships work. The mentality of "why do anything that will create work" needs to change. He wondered if instead of seeking new project funding could we look for funding to benefit existing programs?

Mr. Williams mentioned that grants and scholarships go unused every year because no one asks for them. Mr. Akins highlighted that the Ford Motor Company program is still having the same difficulties with student placement that it was two years ago. Mr. Williams noted that the chair of the Taskforce for Offender Reentry had visited Homestead's Ford program and that the status of that program influenced the Task Forces recommendations to the Governor.

Mr. Rush asked why there is such a problem placing these offenders? Mr. Akins noted he thought there was little effort to place them. There are no transition services provided specifically to this program.

Mr. Rush suggested that we determine from Classification and Transition what these offenders in the Ford program are serving time for to assure efforts to place them are not being sabotaged by having students in the program with as an example 18 grand theft violations.

Mr. Akins noted that we would need to do the investigations into this and have more frequent contact with the programs instructor to determine whether or not offenders are a good fit for the program.

Mr. Williams mentioned that the Governors Task Force on Offender Reentry was authorized only through February 28th, 2007. Senator Wise has introduced legislation to establish another Task Force through 2009. There is a big movement for this nation wide with a focus on reducing recidivism through education and job placement. The Federal government is pushing reentry.

Ms. Logue was asked to send the Board of Directors a copy of the Task Force Report.

Mr. Williams asked for suggestions on making up for the shortfall in unrestricted or operating revenue. He noted that the most immediate income could come from a spring golf tournament. Mr. Wainwright mentioned that he had spoken with Jim Smith about the legality of our soliciting from vendors of the Department and that he has agreed to assist us in receiving an Attorney General's opinion. Our ability to solicit from vendors greatly impacts the amount we raise for the golf tournament.

Mr. Wainwright asked the committee for their thoughts on our utilizing 10% of Membership funds to fund the shortfall. Mr. Mecusker noted that utilizing membership funds, which have been dedicated 95% to the Employee Assistance Fund, could upset some members; however once the tag sales begin in 2008 any funds utilized could be replenished to the EAP fund. This way the funds would not be lost from the EAP fund, just borrowed until the tag sales begin.

Discussion ensued about how little we operate on. It is difficult for a non-profit to exist on 5% administration costs. It must be understood by our members that it takes money for us to operate and in order for us to serve the Department we must have operating funds.

Other suggestions were made to decrease operating expenses such as finding an auditor that will perform our audit for less than \$6,000 and reducing mailing costs. It was also recommended that we place another \$100,000 from the EAP fund into our money market account at Tallahassee State Bank in order to earn 4.5% interest on the money.

Direct Mail Fundraiser

Mr. Williams noted that he is not a proponent of direct mail and that he has seen non-profits lose money through mass mailings. Mr. Rush asked who was on our list to solicit. Mr. Akins responded that we had pulled a list of Florida political donors who have given within the last year. He further mentioned that direct mail is successful if the audience is correct. We are at a point that we need to build a list of prospective donors and potential customers to purchase the specialty tag. Direct mail can help us build this donor base list.

Mr. Rush mentioned that his only hesitation about proceeding with the direct mail is verifying what demographic group will give to our cause. What will make them care about Corrections employees?

Mr. Akins explained that we would begin with those donors who have given recently. It shows that they do read mailings and they do give. The message to them in the solicitation will be emotionally driven. It also is a way to educate them on what we do and how Corrections serves the community since it is often not visible in the community and a thankless job.

Mr. Rush mentioned that when corrections officers have died in the past there doesn't seem to be the same devastation within the community as when a police officer is killed. We can have an impact on educating and influencing how the community feels about Corrections. He noted that the Florida Sheriff's Association donors could be a good audience for this mailing. Mr. Akins asked if we should do a test run of 2,500 from the list of political donors to see if there is an interest. This could cost about \$2,500 versus the \$3,200 for 10,000 solicitations. It was decided that we would get more impact for the money to send 10,000 solicitations with a goal of making back the funds we utilize for the direct mail.

Mr. Rush complemented Mr. Akins on writing a good direct mail letter. He questioned who will give to corrections but noted that this is a good start to finding out who are supporters outside of Corrections are.

Freedom House Fundraiser

We have been asked by Secretary McDonough to pursue funding to refurbish the Region I house in Sneads, FL so that it will be ADA compliant in order to serve as a retreat for returning military personnel, DC employees with disabled children and as a training center for government employees.

Mr. Mecusker suggested that we direct the letters toward DC employees. They are a giving group of people and have donated generously in the past when asked. Mr. Williams suggested that the Freedom House fundraising piece be sent to DC employees and added that the public would reject it since they would wonder why they were being asked to enhance a house on state property.

Mr. Rush added that the use of the building appears to be an odd combination, training and retreat for children and families. This could be

hard to promote. The training center definition is so broad that it could be misinterpreted. The State will operate the house and the Warden at Apalachee Correctional Institution will manage it.

Mr. Rush suggested also soliciting businesses that have a high concentration of Corrections employees living and working in them. Ms. Bennett noted that the man-hours of work crews working in the community should be noted and that businesses can be made aware of the impact of Corrections in their community.

It was suggested that we acquire the Chamber of Commerce lists and tie these businesses into prospects list.

Mr. Williams supported an effort to solicit DC employees instead of the unknown political donor list for this mail out. He also noted that the costs to remodel the house could run 40% more than estimated so it is important for us to be aware of this.

Mr. Rush noted that the Region I house is near usable now with the exception of being ADA compliant but that the enhancements will make it a nicer building. It was suggested that the letter be revised to include a room-by-room cost and promote that rooms were available for sponsorship. It was also suggested that Regions I, II, III and IV be asked to fundraise in support of the building renovations and a room could be named after each region.

Mr. Wainwright mentioned that if the Attorney General says we can solicit vendors we could ask many vendors who would give and help fund the Region I house. They would be giving a tangible donation to the Department. We will wait for this opinion before pursuing this option.

Mr. Rush suggested that we focus on the first direct mail piece that promotes the Foundation and wait for more clarification on the Region I house purpose and planning.

Motion was made by Jim Williams and seconded by Tom Rush to approve moving forward with the direct mail piece sending it to 10,000 individuals. It was also suggested that a report be submitted to the Executive Committee on the success of the direct mail campaign and in what areas of the state it was most successful.

Computers for Florida's Kids

Discussion ensued about the cancellation of the Computers for Florida's Kids Program in October 2006. It was agreed that there is a need speak with Secretary McDonough in order to ask him to consider implementing this program again with procedures and standards to combat any security concerns. Mr. Williams noted that he will schedule a meeting to discuss the program with the Secretary and that programs such as this being canceled are a big concern of the Task Force for Offender Reentry. Computers for Kids was a great community outreach program, processing more than 1,000 computers a year and was a valuable vocational education program as well.

Sheri Logue mentioned that if we could only have one site, she would recommend Cross City CI. Cross City is close enough to be conducive to regular site visits and they refurbished 60% of the computers given back to the community during the last two years. They are also the program that had procedures in place to adequately erase and wipe the donated computers clean using the standards the Dept. of Defense suggests.

It was noted that several legislators have also expressed concern over why this program was ended.

Specialty Tag Update

Mr. Rush reported on the status of our specialty tag proposal within the legislature. Senator Argenziano has agreed to sponsor the bill on the Senate side and we are awaiting a sponsor on the House of Representative side. We thought we had a sponsor with Representative Coley, but it turned out she was obligated to other bills. Each legislator is allowed to introduce 6 bills. All bills had to be in to bill drafting by January 26th, 2007 so Representative Hasner agreed to send our bill to drafting. Mr. Rush felt confident we would have a sponsor before session begins. We are hoping Representative Hasner will assist us with locating a sponsor for the bill.

There are many specialty tags being proposed this year, one of which is the Confederate Flag tag. This could be a hindrance to the passage of any specialty tags or it could be a way to promote our tag. Some legislators may want to sponsor our tag and decline sponsoring the Confederate tag, which is so controversial.

Ms. Bennett recommended asking Representative Stan Jordan to sponsor the tag if Representative Hasner is unable to help.

We should know within the next two weeks who our sponsor is and whether or not this effort is moving forward.

Golf Tournament

A golf tournament has been proposed for South Florida DC employees for the spring or early summer. Mr. Dick Pearce, our board member out of Orlando, is investigating to find us a location. He has spoken with each of the directors in the area and received their support in our coming to South Florida for a tournament.

This could be the fundraiser that would keep us from having to increase the administrative fee from membership dues.

Mr. Williams made a motion seconded by Mr. Mecusker to host a golf tournament in South Florida.

It still needs to be determined whom we can solicit sponsorships from.

Legislative Day – Tallahassee

It was recommended that we have a table set up on the 2nd floor of the Capital during session to promote corrections and the Foundation. Discussion ensued about having this day correlate with a motorcycle ride from Union Correctional Institution. This day could promote our specialty tag and correctional officers. It was recommended that we produce decals of the specialty tag to be displayed on each motorcycle and place their county of origin on the decal.

Mr. Akins and Mr. Rush will handle the details on this. Union CI could plan and promote the motorcycle ride for us.

Membership Campaign

Ms. Logue presented that this year's campaign will include each member reaching a member. Mr. Akins noted that we want to revamp the video and use actual video instead of the PowerPoint presentation but time may limit

this. It was agreed that, with time being limited, if the current video will suffice we could use it for this year's campaign.

It was suggested that we locate employees who have received assistance from the Foundation to be present at our booth at the Capital.

Employee Agreements

Mr. Wainwright suggested that the current employee agreements remain in effect until the full board can review and vote on them.

Next Board Meeting

It was suggested that we tie in the next board meeting with the motorcycle ride and Capital event and avoid Easter week of April 8th. The final date will be decided in the future.

With there being no further business the meeting was adjourned at 12:00 p.m.

Respectfully submitted by Sheri G. Logue, Administrative Director