

**Queen Anne's County  
Community Partnerships for Children and Families  
Board Retreat Minutes  
November 19, 2010**

Approved: January 19, 2011

Those present for the Community Partnerships for Children and Families Board Retreat:

**Members Present:**

Peg Anawalt, Chesapeake College

Joan Brooks, Q.A. Co. Parks & Recreation

Susan Coppage, Department of Social Services

Cathy Dougherty, Department of Social Services

Wayne Humphries, Community Member

Holly Ireland, Mid-Shore Mental Health Systems

Michelle Johnson, Community Member

Mandy Jones, Community Member

Ralph Marketto, Q.A. Co. Board of Education

Mary Ruth Meredith, Community Member

Phyllis Naujokas, Q.A. Co. Department of Health

Vincent Radosta, Community Member

Roseann Squire, Community Member

Geri Thompson, The Judy Center Partnership

**Administrative Staff:**

Cindi Boone, Administrative Assistant

Jacki Carter, Character Counts! Coordinator

Michael R. Clark, Director

Mary Ann Gleason, Family Network Specialist

Jennifer Stansbury, Operations Specialist

**Member Regrets:**

William Duffy, Community Member

Rebecca Clark, Community Member

Joe Connor, Community Member\*

Sheriff Hofmann, Q.A. Co. Sheriff's Office

Lynn Lang, Community Member

Victoria Homan-Luff, Community Member

Margie Houck, Q.A. Co. Commissioners

James Malaro, Community Member\*

Pastor Dan Southern, Community Member

Denise Whiteley, Department of Juvenile Services

Laura Wood, Student Representative

**Guest:**

Linda Walls, Facilitator

*\* Board member gave their proxy to another board member for this meeting.*

- I. **CALL TO ORDER & WELCOME:**  
Vincent Radosta Board President called the meeting to order at 8:45 a.m.
- II. **REPORTS:**
- A. **Secretary's Report**  
Michelle Johnson presented the minutes for the October 2010 board meeting.  
**Action:**  
Mary Ruth Meredith moved to approve the October 2010 minutes as written.  
Wayne Humphries provided a second. All present voted in favor with no abstentions and the motion was carried.
- B. **Directors Report**  
Mike Clark discussed the LMB and Department of Housing and Community Services merger. On October 12, 2010, John Borders, County Administrator informed the County Commissioners that he would be merging the Partnership with the Department of Housing and community Services effective on a date to be determined in November. Mr. Clark announced that he would become the Acting Director of the combined department. Once the current director of the Department of Housing and Community Services and Executive Director of the Housing Authority, Pete Scanlon retires in January it is suggested that Mike Clark take on the role permanently. The decision will ultimately rest on the new Commissioners once elected. There are still many items and issues that have to be identified and solved as this move progresses.
- III. **Retreat**  
Ms. Walls, Facilitator started the day with the Theme and Goals for the day.  
**Goals:** To Maintain our commitment to basic beliefs.  
Improving Lives!
- IV. **Discussion Circle**  
Board members divided into working groups. The discussed the questions below (in bold). Their responses are under each question.
- A. ***What is the shared commitment by the board to support LMB sustainability?***
- Commitment of time and talents.
  - Board members sharing their knowledge and agency information identifying resources identifying needs.
  - Board members need to commit to share the load with the LMB staff.
  - Getting community members involved in programs that the LMB supports which involves them in the community and informs them about our role.
  - By having an LMB we are saving money.
  - The LMB is cost effective.
  - Intervening early in children's lives save the community money in the long run.
  - The LMB increases the connectivity of our county/community.
  - We are the people being served by the LMB.
  - How do we take the vast array of LMB services and find a way to "grab" the community.
  - It is important for our partners to prioritize the LMB's sustainability.
  - Being the voice of the LMB out in the community- what we say in public gets passed along.
  - Inter-agency networking builds relationships between partners.
  - Ideas: have a values discussion at a future LMB meeting to establish/check for common ground.

***B. What evidence-based changes or benefits has the LMB achieved?***

- Decreased child abuse. (Healthy Families)
- Decrease in domestic violence. (Healthy Families)
- Vision to broaden community resources. (Chesapeake Helps)
- Access to resources. (Chesapeake Helps)
- Behavioral support services in school.
- Increased school readiness.
- Increased attachment to school. (After School program)
- Mental Health Services.
- Data for Community. (Needs Assessment)
- Sustainability of programs. (Family Support)
- Strong partnerships and collaboration of networks.
- Education funders and government officials.
- Local grants for evidence based programs.
- Character development and Youth Developmental assets in the school and community. (Character Counts)

***C. What are the LMB's clear fund-development goals?***

- Current goal is \$12,000
- Corporate adoption. (Need a video to sell it QACTV?)
- Determine what brings in the most money and requires less time and work.
- Use Earned reinvestment funds very sparingly. (start up a new program)
- Set longer term goals maintain \$1.9 million annual.
- Develop a professional group of fundraisers.

***D. What does the community know about us? (include elected officials)***

- Community does not understand the structure and role of LMB in getting services to the community.
- Community knows and supports key programs. (Character Counts, Partnering for Youth etc.)
- Current Officials know and support-New officials know little.
- Community needs to understand that local control is necessary for community buy-in not state governance.
- Community does not see the return on investment or added value.
- Nothing.
- Agency officials that provide services understand the LMB.
- People who are getting services know name maybe?
- Continuity of service - the community needs to understand the system.

**V. Presentation: Marketing Strategies – Amy Steward**

Ms. Amy Steward gave the board some tips on marketing strategies.  
Handouts were in the members packets.

**VI. Presentation: Fundraising Fundamentals – Jim McComb**

Mr. McComb presented on the fundamentals of fundraising.

**VII. Large Group Planning**

Utilizing the information gleaned in the group discussion and presenter presentations discussed above, board members developed the following plan:

**A. Results Based Marketing(Branding and Key leader Strategies)**

*i. RA Framework plan w/primary strategies*

**Results Accountability Planning Sheet**

<p><b>1. RESULT:</b> What is the result you would like to achieve?</p> <p><i>Increased name and role recognition and perception of value within a year.</i></p>	
<p><b>2. INDICATOR DATA:</b> What 2/3 indicators reflect your result achievement?</p> <p><i>Pre-post knowledge of LMB's survey. Funding levels Admin. /Programs. Existence of LMB's.</i></p>	<p><b>3. STORY:</b> What is the story behind the data?</p> <p><i>Community knowledge subgroups. LMB's across the state function at different levels. Decreasing funding.</i></p>
<p><b>4. PARTNERS:</b> Who are the partners with a role to play in improving the data?</p> <p><i>Chesapeake HELPS. QACTV Local Agencies Customers Frank Kratovil Faith Based Association of Local Management Boards CCRC Mid- Shore Mental Health Systems Community Members Media</i></p>	<p><b>5. WHAT WORKS?:</b> What works to "turn the curve" or make things better?</p> <p><i>Recognition of Local Management Boards value to the community. Investing on the front end reduces cost on the back end. Economic case statement. Healthier &amp; safer community. Community Intervention. Specific vignettes/real stories word of mouth. Stakeholders/Board member involvement.</i></p>

**6. STRATEGY PLAN:** What are your no cost/low cost strategies for making things better? Pick 3-5 top ideas. Select a "By When" date and a Team Leader.

<b>STRATEGY PLAN (Pick 3-5 Overarching Strategies)</b>	<b>QU 2 FY 11</b>	<b>QU 3 FY 11</b>	<b>QU 4 FY 11</b>	<b>FY 12</b>	<b>Team Leader</b>
<i>A. Advocacy Plan – State/Local</i>	<b>X</b>				<i>Wayne Humphries</i>
<i>B. Marketing Plan /Communication</i>	<b>X</b>				<i>Michelle Johnson</i>
<i>C. Where is the LMB</i>			<b>X</b>		<i>Jacki Carter</i>

**7. Team Members:** *Jacki Carter, Mike Clark, Susan Coppage, Joan Brooks, Vince Radosta, Holly Ireland, Wayne Humphries, Mary Ann Gleason, Michelle Johnson, Peg Anawalt, Geri Thompson.*

ii. Action/Tactics across the next 8 months

**LMB SUSTAINABILITY ACTION PLAN** AREA: Community Marketing

**Desired Result:** Increase the Name and Role Recognition and Perception of Value

Strategy	Action Steps/ Tactics	Lead	11	12	1	2	3	4	5	6	Done
Advocacy Plan	1. Lunch and Learn with local officials and key administrators.	Wayne Humphries		√	√	√	√	√			
	2. Lunch and Learn with State/Federal Officials and Key Administrators.	Wayne Humphries		√							
	3. Mid-Shore meeting with Children's Cabinet.	Mike Clark		√							
	4. Meeting with Frank Kratovil.	Linda Walls		√							
	5. Bring in family members/children to Commissioner's meetings.	Roe Squire	√	√	√	√	√	√	√	√	
Marketing	1. Develop Media Tool Kit.	Lynn Lang						√			
	2. Pre-Survey Phone (Name and Role Recognition)	Peg Anawalt		√							
	3. Social Networking and Local TV.	Michelle Johnson				√					
	4. Soul of the Community Survey Knight Foundation	Michelle Johnson	√								

## B. Results Based Fund Development

i. RA Framework plan w/primary strategies

### Results Accountability Planning Sheet

<b>1. RESULT:</b> What is the result you would like to achieve? <i>\$400,000 (administrative)</i>	
<b>2. INDICATOR DATA:</b> What 2/3 indicators reflect your result achievement?  <i>By June 30, 2011 – meet \$12K goal.          \$4k/quarter in FY 12.          Fundraising.</i>	<b>3. STORY:</b> What is the story behind the data?  <i>At the fy-09 Retreat –the board realized we needed to fundraise on the side. We went for zero dollars to \$8K since that time. The fundraising committee members have worked tirelessly to raise \$8882.30</i>
<b>4. PARTNERS:</b> Who are the partners with a role to play in improving the data?  <i>Every board member needs to assist in the planning and execution of fundraising events/opportunities.</i>	<b>5. WHAT WORKS?:</b> What works to “turn the curve” or make things better?  <i>Signature big money fundraising event.          Corporate sponsor.          Engage faith community for annual appeal.</i>

**6. STRATEGY PLAN:** What are your no cost/low cost strategies for making things better? Pick 3-5 top ideas. Select a “By When” date and a Team Leader.

STRATEGY PLAN (Pick 3-5 Overarching Strategies)	QU 2 FY 11	QU 3 FY 11	QU 4 FY 11	FY 12	Team Leader
A. <i>Signature fundraising event.</i>			<i>Lottery  Doc's Silent Auction</i>	<i>Fashion Show</i>	<i>Mary Ruth Meredith Cathy Dougherty Mandy Jones</i>
B. <i>Corporate Sponsor.</i>		√	√		<i>Wayne Humphries Victoria Homan-Luff</i>
C. <i>Convene a fundraising arm of the LMB investigate opportunities to build relationships with other funders/funding peers.</i>		√			<i>Jennifer Stansbury</i>
D. <i>Explore further use of Earned reinvestment for sustainability in fy12 and fy13 in order to reach the \$400K goal in fy14.</i>	√	√	√		<i>Jennifer Stansbury</i>

**7. Team Members:** *Roe Squire, Cathy Dougherty, Mandy Jones, Ralph Marketto, Jennifer Stansbury, Cindi Boone*

ii. Action/Tactics across the next 8 months

**LMB SUSTAINABILITY ACTION PLAN** AREA: Fund Development

**Desired Result:** Raise \$400K

Strategy	Action Steps/ Tactics	Lead	11	12	1	2	3	4	5	6	D o n e
<i>Signature Fundraising Event</i>	1. <i>Publicize Doc's Silent Auction</i>	<i>Jennifer Stansbury &amp; Cindi Boone</i>	√	√	√	√	√	√			
	2. <i>Gather Auction Items (Store at LMB)</i>	<i>Fundraising Committee</i>	√	√	√	√	√	√			
	3. <i>Arrange for lottery in 5/2011 (get permit in April hold event in May)</i>	<i>Mary Ruth Meredith</i>						√	√		
	4. <i>Secure a location for Fashion Show</i>	<i>Mandy Jones &amp; Cathy Dougherty</i>				√	√				
	5. <i>Plan and Execute a Fashion Show</i>	<i>Mandy Jones &amp; Mary Ruth Meredith</i>									
<i>Convene a Fundraising arm of the LMB</i>	1. <i>Create fundraising arm (gather 6 community members)</i>	<i>Roe Squire &amp; Jennifer Stansbury</i>	√	√	√	√					
	2. <i>Investigate opportunities to build relationships with funding peers</i>	<i>Roe Squire &amp; Jennifer Stansbury</i>	√	√	√	√					

**VIII. Report to the Full Group**

**LMB SUSTAINABILITY ACTION PLAN**

**AREA:** Marketing

**Desired Result:**

Strategy	Action Steps/ Tactics	Lead	11	12	1	2	3	4	5	6	Done
<i>Communications Plan</i>	1. <i>Develop talking Points.</i>	<i>Vince Radosta</i>	√								
	2. <i>Data Fact Sheet (state and local)</i>	<i>Mary Ann Gleason</i>	√								
	3. <i>E-Mail Alert Format.</i>	<i>Mike Clark</i>			√	√					
	4. <i>List of 200 Need to know people.</i>	<i>Holly Ireland</i>			√						
	5. <i>Invite Elected Officials to every event.</i>										

**LMB SUSTAINABILITY ACTION PLAN**

**AREA:** Fund Development

**Desired Result:**

Strategy	Action Steps/ Tactics	Lead	11	12	1	2	3	4	5	6	Done
<i>Explore further use of Earned Reinvestment for sustainability in fy12 and fy13.</i>	1. <i>Meeting with Foundation Board.</i>	<i>Jennifer Stansbury</i>		√							
	2. <i>Checking Feasibility with Governor's Office for Children</i>	<i>Jennifer Stansbury</i>		√							
	3. <i>Checking with Local Management Boards in other Counties for ideas, suggestions</i>	<i>Jennifer Stansbury</i>									
By When: <i>Quarter 2, 3, and 4 fy11</i>											
Team Leader: <i>Jennifer Stansbury</i>											
<i>Corporate Sponsor</i>	1. <i>Contact Victoria Homan-Luff for suggestions of corporate sponsors.</i>	<i>Roe Squire &amp; Jennifer Stansbury</i>		√							
By When: <i>Quarter 3 and 4 fy11</i>											
Team Leader:											

## Board members list of Strengths and Challenges

### Strengths

- *Good meeting structure, nice pacing.*
- *Good Leadership.*
- *Good Food.*
- *Wonderful, knowledgeable, and very informative speakers.*
- *Comfortable environment, great location.*
- *Nice variety of activities. (whole group/small group)*
- *Facilitator did a great job keeping everyone on task.*
- *Great Board members who care and have excellent input.*
- *Breakouts were a good use of time allowing us to meet our goals.*
- *The work of the Queen Anne's County LMB highly competent Executive Director and staff.*
- *Lots of great handouts to use for other fundraising groups.*
- *Members should sign a commitment form.*
- *Gave me a better vision of what is expected.*
- *Fund development strategies.*
- *Evidence bases program outcomes.*
- *Program recognition.*
- *Dedication to our community needs.*

### Challenges

- *More movement.*
- *The need for money.*
- *Name Identification for the LMB in the community.*
- *Economic Environment-stat budget deficit.*
- *Increasing time and commitment.*
- *Inability to commit to initiatives due to lack of time/primary job first priority.*
- *Burn out of board members due to constant negative feedback and budget.*
- *Rehashing the same ideas over and over without making headway.*
- *Time constraints for board and staff to do task.*
- *The facility was cold in the morning but much better after lunch.*
- *Absence of a lot of board members we need them all present.*
- *Timing, would have liked to see the fundraising presentation.*
- *New elected officials learning and understanding the LMB.*

### IX. Adjourn

- Meeting adjourned at 3:30pm
- Next Meeting January 19, 2011, at the Board of Education.