

BOARD OF DIRECTORS
January 10, 2017 Ad Hoc Board Meeting
Minutes

Attendees: Mr. Eric Smith, Board Chair, Vice Chair, Dr. Greg Howes, Vice Chair, Ms. Andrea Betting, Ms. Barbara Loftus, Ms. Ruth Long, and Ms. Catherine Wright

Members by telephone: Mr. Stockton Whitten, Board Treasurer, Ms. Kathleen Rich-New

Members Absent: Mr. Mark Peterson

Others in Attendance: Dr. Patricia Nellius, CEO and Ms. Laurie Anna Blackburn, Board Liaison

Mr. Smith opened the meeting, welcomed and thanked everyone for attending the January 10, 2017 Ad Hoc Board of Directors meeting. He then asked all to state their names for the record.

Motion: Ms. Betting moved to approve the January 10, 2017 agenda. This was seconded by Ms. Loftus and the motion passed unanimously.

Mr. Smith then reminded members that if they had a conflict of interest to please complete the Conflict of Interest form (available at the meeting) and provide it to Ms. Blackburn. No conflicts were presented.

Mr. Smith asked the board for a motion to approve participation of Non-attendees by Conference call: Ms. Kathleen Rich-New, Mr. Stockton Whitten, and Mr. Mark Peterson.

Motion: Ms. Betting moved to approve the motion for participation of Non-attendees by Conference call. This was seconded by Ms. Long and the motion passed unanimously.

Mr. Smith then asked Dr. Nellius to brief the board on the reason for the ad hoc convening.

Dr. Nellius thanked board members for convening on such short notice. She then reported that the agency is at a critical juncture with the NCFIE and capacity building of the C.A.R.E.S. National Replication with the February outreach and mass marketing press campaign scheduled for the launch of C.A.R.E.S. as an Evidenced Based Program.

She shared that a meeting was held last week with Representative Gayle Harrell, who is very supportive of the replication model and provided direction and guidance on statewide expansion.

Dr. Nellius mentioned that she and Ms. Holmes will be traveling to San Diego to speak at an International conference on Child Mal-treatment, with thousands of attendees, and a great deal of exposure. Then, the following week, upon their return, the agency plans to launch the marketing campaign for the C.A.R.E.S Replication.

Dr. Nellius then explained that the agency does not have the manpower or resources to support the infrastructure required to ensure a hard start. She shared, initially the plan was to hire a Business Development Manager, however given there is no one internal to assume that position,

hiring outside the agency would mean taking the time to acclimate them to the model which would delay the launch, and would be a recurring expense.

Dr. Nellius thought it would more prudent for the BFP board to consider approving a contract with the NCFIE for the purpose of paying the center for the capacity building activities it's performing on behalf of the C.A.R.E.S. National Replication using unrestricted investment funding.

Dr. Nellius explained the Brevard community conceptualized the need for an aggressive front end prevention and diversion program model. The program was piloted, implemented here in Brevard; a research study was performed, and has now become an evidenced based program. And, it has always been the intent that the center would generate and diversify revenue to be reinvested back into Brevard's System of Care.

Dr. Nellius provided some background on how the revenue is managed between BFP and the Center. For example, BFP holds a contract for \$75,000 with NCFIE to perform IV-E training. The contract covers salaries for the staff performing the training, with no overhead allowed, so there is no opportunity to generate any revenue apart from the salary offset. She also shared that the Center can and will generate revenue through provision of technical assistance, consultation and trainings to other Systems of Care around the country who want to replicate the C.A.R.E.S. Model and be Wraparound Certified.

Dr. Nellius indicated she has meet with Kelly Sweat; the principle of Growing Tree Solutions, who was BFP's former Chief Operations Officer, and an expert in child welfare. She is subcontracted by the Department of Health and Human Services out of Washington DC to assist with addressing needs in child welfare systems across the country. Kelly is very supportive and knowledgeable about our System of Care and her expertise can provide the kinds of non-recurring support the agency needs to launch the program.

Dr. Nellius spoke about exploring a potential contract with Root Cause, a national agency that assists in development, marketing, and bringing to scale innovative replicable programs. She has a conference call scheduled with the CEO of the organization on January 10th.

Dr. Nellius asked the board to entertain a motion to approve up to and not to exceed \$150K in contracts with the NCFIE to perform capacity building activities for the C.A.R.E.S Replication.

Mr. Smith summarized that the strategy shift is to move away from hiring an individual and contract with NCFIE to partner and contract with organizations that are experts in their field who can deliver the desired results.

Ms. Betting expressed her comfort in that Ms. Sweat is well known to the agency. Dr. Nellius agreed partnering with Growing Tree also affords us the opportunity to generate a utilization management system that will generate income without the capital investment and with the least amount of risk.

Ms. Betting asked if the funds would come out of the Wells Fargo Account. Dr. Nellius reported there is approximately \$300K of unrestricted funds in the Wells Fargo Account. She added her original ask was for \$100K and after consulting with Mr. Carlson he suggested to ear mark monies not to exceed \$150K towards the capacity building activities to launch the C.A.R.E.S. national replication.

Ms. Wright questioned the oversight of expenditures not to exceed the \$150K and the scope of services to be performed. Dr. Nellius shared that funds would be used for capacity building and not for a specific scope of services under a specific contract.

Dr. Howes shared Dr. Nellius as the CEO would have more oversight on the expenditures than the board and his concern would be her time allocation to the center. He then asked for the return on investment timeframe. Dr. Nellius reported that information is included in the Business Plan that was provided to board members a couple of months back. She then reported preliminary estimates on a 4 year implementation; Year 1 would generate \$195K for each replication, \$150K for Year 2, \$100K Year 3 and stated that after Year 3 the replication agency would pay for licensing fees for the trademark which would be residual income. These figures are based on implementing the program in smaller communities. Dr. Nellius is working on refining the plan to account for implementing the program to larger communities i.e. statewide.

Ms. Loftus would like to see a simple assessment for the investment against revenue projections and Dr. Howes would like to see a simple cash flow analysis.

Mr. Smith pointed out that Dr. Nellius is asking for investment money to offset her time and energy. The "ask" is a slight change in strategy to achieve the original means that was approved. Ms. Betting shared that she agrees with the \$150K investment. Dr. Nellius then described the workload associated with building capacity and the time allocation process for a lot of the work performed by her and staff that work for the center aside from their normal duties.

Ms. Wright expressed her concerns with contracting a partner and the center does not have the resources or time to commit to the launch. Dr. Nellius shared she is confident in contracting with Growing Tree Solutions to get the website up, operational, and fully scaled to what a National Website should look like, by February 1st. A fast track rock solid timeline has been established.

Mr. Smith then asked for feedback from Mr. Whitten and Ms. Rich-New.

Motion: Mr. Whitten moved to approve the BFP request to contract with the National Center in the amount of \$150K using green seed money from investments, as outlined in the Executive Summary submitted to the board by Dr. Nellius, with a return on investment report or projections to be submitted to the BFP board within 60 days. This was seconded by Ms. Loftus and the motion passed unanimously.

Motion: Ms. Betting moved to adjourn. This was seconded by Ms. Long and the motion passed unanimously.

Respectfully Submitted,

Laurie Anna Blackburn
Board Liaison

Approved by the Brevard Family Partnership Board of Directors on January 26, 2017.