

**Tennessee Voices for Children**  
**Board of Directors Meeting**  
**April 17, 2015**

In Attendance:

Rikki Harris	Dick Blackburn	Bill Dobbins
Sheila Peters	Brian Taylor	Katrina Donaldson
Bama Wood	Adam Horn	Devika Kumar
Chad Poff	Kim Sterling	Merrill Harris
Debbie Webb	Kathy Rogers	Brad Gray
Linda O'Neal	Blair Chapman	
Thomas Beck	Tom Starling	

**Start: 10:07 am**

**I. Welcome and Introductions – Sheila Peters**

Sheila introduced herself and welcomed everyone to the Board Meeting. She introduced Katrina Donaldson and Devika Kumar, two new board members. She asked that everyone take a moment to introduce themselves and share something interesting with the members of the group.

**II. President’s Report – Sheila Peters**

Sheila directed everyone to the agenda and stated that it was different due to the strategic planning that would be taking place. She stated that Brad Gray would be facilitating the process. Sheila explained that this is an important process and would most likely require another full day of planning in the form of a retreat.

**III. Secretary’s Report – Bama Wood**

Bama presented the January meeting minutes and allowed for review. Bama Wood moved that the minutes be approved, Tom Starling seconded the motion, and it passed.

**IV. Legislative Report- Bill Dobbins**

Bill Dobbins updated the board on the budgets that had recently passed in the Senate and in the House committees. He also mentioned that there were still around one hundred bills still needing to be voted on at this time.

Bill discussed the Insure Tennessee Plan that had failed since the January board meeting. He explained how it was brought back for a second time, but was voted down in a committee meeting. Mr. Dobbins stated that it may be brought back again next year.

Mr. Dobbins also presented Rikki with a proclamation from Governor Bill Haslam declaring May 7, 2015 Children's Mental Health Awareness Day.

## **V. CEO Report- Rikki Harris**

Rikki started her report by discussing the upcoming Children's Mental Awareness Week in May. She mentioned that in addition to the Governor's proclamation that we would also have three other proclamations from Hickman, Rutherford and Williamson County mayor's offices.

Rikki discussed the *Hear Our Voices* documentary and mentioned that we had recently sold two screening kits for Children's Mental Health Awareness Week. She wanted the board to know that the film was still being used as a tool across the country to raise awareness about children's mental health issues.

Rikki shared with the board that TVC had developed a new website. She thanked Brian Taylor for his dedication to this process which was close to two years in the making. She encouraged everyone to take a moment and explore the new site.

Rikki informed the board about a new partnership with TDMHSAS. This partnership will provide funding for a new position at TVC, an FSS Training Coordinator. Rikki informed the board that Wendy Sullivan had accepted the position and would be recruiting, training and marketing new CFSS. Rikki also gave an update on the Healthy Transitions Grant and explained that this program was moving forward.

Rikki updated the board members on the current MCO contracts. She announced that after a full year of negotiating, that TVC finally had a full contract with United Healthcare. She explained that they had come a long way since the initial offer for payment and TVC was pleased with the amount that they eventually agreed upon. She is feeling great about the MCO partnerships that TVC currently has in place.

Rikki and Kathy Rogers discussed the juvenile justice system and FSP's in the courts. Kathy stated that the courts were making more referrals. She also explained that TVC had a successful networking relationship with the judges and mental health professionals.

Rikki thanked Thomas Beck and the support of \$5,000 from HCA to fund the strategic planning through the Center for Nonprofit Management.

**VI. Treasurer's Report – Chad Poff**

Chad reported the Executive Committee had reviewed the financial report and recommended it for approval. Sheila Peters made a motion to approve, Dick Blackburn seconded the motion, and it passed.

**VII. Finance/Personnel Committee Report- Chad Poff**

Chad shared with the board that the Finance Committee was looking into several investment options and had already spoke with advisors from four different providers. The Finance Committee will be meeting with a couple of organizations for presentations before the next board meeting to determine pros and cons of each organization and determine the best option for TVC. Chad thanked Rikki Harris and Brian Taylor for their assistance in this process.

Brian Taylor informed the board that TVC was also looking into refinancing the current mortgage through First Tennessee Bank. Brian stated that refinancing could possibly save TVC around \$30,000 and he would keep the board informed throughout this process.

**VIII. Policy Committee Report- Tom Starling**

Tom discussed the Insure Tennessee Plan with board members. He stated that even though it did not pass, it still created a large amount of interest within the media outlets.

Tom was very pleased with the turnout for Behavioral Health Day on the Hill in March. He stated that there were over 400 attendees that gathered together to speak out for mental health. He thanked TVC for sponsoring the event and also volunteering to assist with registration and lunch.

**IX. Strategic Planning- Brad Gray**

Brad Gray introduced himself and thanked the board and the TVC staff for the opportunity to lead the strategic planning process. Brad stated that TVC has had a great run over the past several years. He mentioned that they had built great relationships and gained the trust and support of many people through the previous CEO. However, he stated that much had changed in the last eighteen years and TVC cannot rest on past success. Now is the time to pause and take a look into what the future holds for TVC.

Brad began the introduction to the strategic planning process. He stated that he would answer a few questions of what the process involves and why companies

should have a strategic plan in place. He stated that a strategic plan is important for several reasons. One reason is because it helps identify the mission and values of the organization. Another reason strategic planning is important is because funders are looking to see if an organization has a strategic plan in place. Donors are also looking on GivingMatters.com to see what percentage of board members contribute to the organization. Brad stated that donors are more likely to give to an organization where one hundred percent of the board of directors donate.

Brad discussed the fundamentals of strategic planning. The core values, the mission and the vision for the organization. He also said that you have to form an organizational id through strategic issues. He stated that if the organization wants to move forward, they must address the strategic issues. He listed several ways to determine the strategic issues. They included the following: SWOT analysis, environmental scan to identify competition, gap analysis, focus groups and surveys.

Brad discussed core values with the board members and created a cycle diagram. The diagram progressed in this order: core values, mission, vision (organizational ID), strategic goals, and the product. He explained that in the end if the product reflects the core values that the organization is moving in the right direction. If not, the organization is on the decline. He stated that in order for a company to grow, you must design the future.

The board decided to take a small break for lunch and resume strategic planning when they returned from the break.

## **X. Lunch**

## **XI. Strategic Planning- Brad Gray**

Brad and Sheila discussed scheduling a full day retreat for strategic planning with the board members. Brad distributed an evaluation form and a formed two groups. He asked each group to discuss and come to consensus on a strong and weak area in each section. He asked them to highlight an area that the board does well and also an area that needs improvement. After giving them several minutes to complete the form, Brad then asked each group about their conclusions.

In the first section that was discussed, Board Activity, both groups listed item #8 as a strength. (Each board meeting includes an opportunity for learning about the organization's activities) The weakest areas were item #7 which states, newly elected board members receive adequate orientation to their role and what is expected of them and item #11 which states, board members receive meeting agendas and supporting materials in time for adequate advance review. Brad discussed these strengths and weaknesses with the group. They discussed new board member orientation, board recruitment and off boarding practices.

Brad also discussed selection of board members. He explained that there are certain types of people you need on the board. Mission experts, members with professional expertise, and members that have an extensive network are all vital to the success of the board. All of these are important and serve a different purpose in their role on the board. He told the board members that the selection should be intentional and that person should have a particular function as a board member.

In closing, Brad explained the accountability portion of strategic planning. He reminded the board that they should constantly be asking the question, "Did we succeed?" and if the answer is no, then they should ask "Why not?" and "What were the barriers?". He stated that the process is review, adapt, and adjust to meet your goals. He also stated that the strategic plan should dictate the agenda of the board.

**XII. Old Business- None**

**XIII. New Business- Linda O'Neal**

Linda O'Neal presented a nomination to the Board. The nomination was from Rikki Harris to nominate Debbie Webb from the Advisory Council to the Board of Directors. She stated that Debbie had served a term on the Board in the past and had also been involved in various aspects of TVC for many years. Linda said she would be a great asset to the Board of Directors. Linda O'Neal made the motion to approve, Bama Wood seconded the motion, and it passed.

Sheila mentioned that the next meeting would be on July 17, 2015. She also stated that she would be in communication about possible strategic planning times.

**XIV. Adjourn**

Sheila Peters made the motion to adjourn and Linda O'Neal seconded the motion.

**Adjourned at 2:00 pm**