



BOARD OF DIRECTORS MEETING MINUTES

Friday, February 12, 2016
10:00 am – 12:00 pm

Board Members Present: Laurie Duker, Inga James, Suzanne Bailey, Joan Stine; Tovah Kasdin, Cheryl Kravitz, Karalyn Mulligan, Kelley Rainey, Lauren Shaivitz, Tanya Sisler, and Jeff Spaulding.

Board Members Absent: Keyandra Brisco and Shirley Schreffler.

Staff: Michaele Cohen and Amy Johnson.

Consultants: Cynthia Lifson (Legislative Counsel).

Special Guest: Janet Blackburn.

■ **Welcome and Introductions**

■ **Written Material to Review**

■ **Board Minutes – January 2016**

The minutes for January 2016 were accepted.

■ **Executive Director's Report – February 2016**

- Michaele Cohen reported that the MNADV staff had met with Gale Malone of SAMS to discuss the GOCCP VOCA Needs Assessment. She said that it was a good meeting and the MNADV followed up with additional material and resources. Their report is due at the end of March. A question was asked about whether SAMS staff is meeting with all comprehensive domestic violence programs. The results of the VOCA Needs Assessment will be incorporated into the VOCA NOFA for FY 2017.
- One Love – the MNADV work group is moving forward and sharing information. Erin Boguski is doing follow-up with One Love staff.

■ **Quarterly Financial Report: October-December 2015**

- At the quarter point, the MNADV has spent 22% on expenses.
- The MNADV Annual Meeting brought in more money and cost more money, but there was a substantial profit.
- The Financial Report was approved.

■ **2016 Memorial Service**

■ **Event Review**

- Photos of the event were circulated.
- Everyone agrees that there was a great turnout and that it was a very touching and moving service.
- The PowerPoint was nicely done and a huge improvement over the display boards, which were hard to see.
- The speaker was amazing and her comments touched everyone. She was the roommate of a woman who was murdered. She discussed the warning signs of non-physical abuse, stalking behaviors, and threats by the abuser to kill himself, and she discussed the role of bystanders.

- Laurie Duker made excellent remarks, especially her victim examples and connections between each speaker. The statistic she gave about the 30% of homicide victims who were never physically abused was a very important statement that reinforced the speaker's remarks and highlighted this year's legislative efforts to change the stalking law.
 - Unfortunately, the cellist forgot about the event and didn't come.
 - There weren't as many legislators as some years, but apparently there was another meeting at the same time.
 - In spite of phone calls to the media by Laurie Duker and Inga James, following up on the MNADV's press releases, media coverage was minimal: Fox 5 and PG Cable TV were there. However, the MNADV sent another press release with the homicide charts as well as Instagram and Twitter contacts.
- **Suggestions for next year**
 - It would be effective to focus on the children left behind. Could data be collected? Obituaries may be a resource for this.
 - We could also consider obtaining photos of victims. They might be difficult to obtain, but some would make it more personal.
 - Cheryl Kravitz and Laurie Duker are going to meet with Dawn Root who took a storytelling workshop and is working with other survivors to tell their stories.
- **Board Training: "Making the Ask"**
 - **Golf Tournament Proceeds** – Janet Blackburn
 - Janet Blackburn reported that the MNADV was chosen to receive the proceeds of a charity golf tournament that will be held on July 18, 2016 at Hayfields Country Club in Cockeysville. Many IT companies participate. The proceeds will be sent about a month after the event.
 - Janet made her presentation in January to ten people and five on the phone. Two of the participants described their personal experiences with domestic violence and Janet shared her story.
 - Janet created a PowerPoint presentation as well as providing packets of information. She shared her main points with the Board, including the importance of the MNADV as a statewide organization. She discussed how she organized and processed information but put it in her own voice. She emphasized what the MNADV does, the seriousness of domestic violence, addressing systemic issues through training and advocacy, the MNADV's broad reach and impact (including children), and the MNADV's impact on every stage of a victim/survivor's experience. The MNADV has provided our logo to the event organizers, and staff and Board will be invited to attend the event.
 - **Board Training: "Making the Ask"** – Cheryl Kravitz
 - Fundraising commitments from the Board - see attached handout.
 - Three things that are really important when making an ask – and how they apply to obtaining sponsorships for the conference – see attached handout.
 - 1) *Relationships Matter*
 - 2) *Planning the Ask*
 - 3) *The Process: Anatomy of an Ask*

1) *Relationships Matter:*

- Going to people we know to ask for a sponsorship; it's not a cold call.
- Build a relationship if it's not already established and don't treat the person like an ATM.
- Invite people to events and give them information. These are first steps.
- It can take years to establish relationships before asking for money.

2) *Planning the Ask:*

- Ask the right person: ask contacts to identify the right person (someone who is inside).
- Decide what you are asking for – and the level of contribution.
- Don't take it personally if you get a no. Sometimes no is a maybe. You're not asking for money for yourself.
- Expect a yes. Be optimistic and positive. Believe in the cause – the Network. Ask from the heart.
- Show the donor how they can make a concrete difference: the number helped and the impact. Who was reached at past conferences?

3) *The Process: Anatomy of an Ask*

- Make it personal; take time with pleasantries.
- Make a transition: news story, Memorial Service, need for their help.
- If they have a connection with the Network, reference that.
- Make sure they get it – what the Network does and why it is important.
- They need to understand why you need what you are asking for.
- Ask if they have any questions.
- Make the ask: make it a question and ask for something concrete and specific. All this can take just 6 minutes.

■ **Statewide MNADV Domestic Violence Conference**

- Conference sponsorships have tangible benefits for companies and individuals.
- The conference is an opportunity to be visible and reach a diversity of professionals who attend.
- The Bronze sponsorship includes an exhibit table and one registration for the conference.
- The staff will provide conference history. A list of potential sponsors was circulated.

■ **Role Play:** making an ask for the conference.

- How did it feel? Need to be prepared and confident. "Can I talk to you about something important?"

■ **Financial Development and Financial Oversight**

■ **MSAA 7K Run/1 Mile Walk**

- The MNADV is reaching out to potential donors.
- Everyone should be reaching out to potential runners and teams, including virtual runners. Fliers are available in hard copy, on the website and by e-mail.

- Registration is now open. A question was asked about sending updates regarding registrations to the Board.
- Board members also asked about putting some signs with stats along the course (like yard signs).
- Prizes and recognition were also discussed.
- A conference call with MSAA will be held on Friday, February 19 at 1:00 pm.
- **Development of Strategic Plan** – no report
- **FY 2015 Audit**
 - The FY 2015 audit has been completed. The auditors will make a presentation to the Board about this year’s audit after it is finalized.
 - The auditors noted that next year there may be changes based on new federal guidelines.
- **Grant Applications – FY 2017**
 - The MNADV is beginning to prepare grant applications for FY 2017, beginning with the federal LAP TA grant and the FVPSA grant. There are some changes in grant application formats
 - The next grant applications will be the VAWA Set-Aside Coalition grant (OVW), the state VAWA STOP grants (GOCCP), and the VOCA grants (GOCCP)
- **2016 Legislation and Legislative Advocacy**
 - Cynthia Lifson provided an updated handout listing legislative bills introduced to date.
 - The MNADV Legislative Committee is holding weekly conference calls to discuss issues.
 - There are many **expungement bills**. These will be reviewed by Cynthia, Laure Ruth and Michelle Smith and reported to the Committee. The MNADV’s general policy is to oppose expungement (and shielding) bills. The work group will look at how each bill addresses “domestically-related crimes.” It was noted that these records are important to creating a history of the abuse.
 - **Stalking bills** (MNADV priority):
 - *HB 155/SB 278* ▪ *Criminal Law – Stalking and Harassment*: hearings were held in the House on February 4 and in the Senate on February 11. Three panels were coordinated and included: Dorothy Lennig (House of Ruth Maryland), a prosecutor, and a victim of stalking (CHANA client), Lauren Shaivitz (domestic violence program), several professionals, law enforcement, and a doctor who described the physical impact of stress on the body. Cynthia Lifson testified for the MNADV and coordinated the victim and professional witnesses. There was no opposition and the Public Defender’s Office chose not to oppose the bill. The pushback is “the slippery slope” and the “hapless suitor.” There seemed to be confusion about emotional distress, but the victim’s testimony turned it around. Lauren Shaivitz worked with Chairman Zirkin to help him better understand these situations. A Legislative Alert will be sent out next week. It was also noted how important preparation in the interim is to legislative success.

- *HB 314/SB 346* ▪ *Peace Orders – Grounds for Relief*: House bill heard on February 11; Senate bill hearing is February 18.
- **50 additional bills** came out today and will be reviewed. The MNADV cannot comment on every bill but will provide written and/or oral testimony on key bills.
- **Women's Legislative Briefing** – January 31, 2016
 - There was a lot of interest at the MNADV table, and memberships and donations were generated.
 - Cynthia Lifson presented in the workshop that included domestic violence legislation.
- **MLAW Reception**
 - The Reception, which will introduce the 2016 MLAW Agenda, will be held on Tuesday, February 16, 2016.
 - Cynthia Lifson will present on the stalking bills.
- **NNEDV Advocacy Day**
 - The Advocacy Forum, which provides advocacy information, will be held on June 7 and costs \$195 for the first two attendees from each state. The deadline for the early bird discount is Monday, April 11, 2016.
 - The Advocacy Day, when advocates visit with Congressional staff, will be June 8 and is free. It is helpful to have a diversity of advocates from different parts of the state as well as survivors. The focus is on advocating for federal funding.
 - Michael Cohen will send out information about Advocacy Day, but Board members interested in participating should let her know as soon as possible.

■ **Executive Session**

<p>The next MNADV Board of Directors Meeting will be Friday, March 11, 2016 10:00 am - 12:00 noon MNADV Board Room, Suite 320 4601 Presidents Drive, Lanham, MD 20706</p>
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