

Jackson County Community Children's Services Fund Board Meeting Minutes

Thursday, January 10, 2019, 2:30 p.m.
Mid-America Regional Council Office
600 Broadway Boulevard, Kansas City, Missouri

Board Members Present:

Rhonda Holman, (Chair)
Robert Bartman, Ed. D
Brian Kaberline, (Secretary)
Ann Mesle, J.D.
Marietta Parker, J.D.

Board Members Absent:

Jovanna Rohs, Ph. D, (Vice Chair)
Rachelle Styles, (Treasurer)

Staff Present:

Rob Whitten (Executive Director)
Sue Richter, Recording

Guests, Affiliations:

Donna Bushur, Health Forward Foundation
Casey Thomas, The Family Conservancy
Erin Eaton, Salvation Army Children's Shelter
Jaime Masters, Jackson County Executive's Office
Claire Tambourine, Jackson County CASA
Kathy Harms, Crittenton Children's Center
Ashley Burke, Jackson County Executive's Office
Amy Coutre, Rose Brooks Center
Carol Grimaldi, Cornerstones of Care
Anne Rauth, Mercy and Truth
Sarah Forgey, Greater Kansas City Community Foundation

I. Call to Order

The meeting was called to order at 2:32 p.m.

Rhonda Holman

II. Roll Call and Guest Introductions

Roll call of the Board Members was taken, and each guest was invited to introduce themselves.

Sue Richter, Guests

III. Review and Approval of December 11, 2018 Meeting Minutes

Action Required

Board Members were asked for any comments regarding their review of the minutes that had been circulated in the Board packet prior to the meeting. A clarifying change was requested to page three, paragraph one, first sentence to clarify that the seven applications which were disallowed were declined "following discussion with the Executive Director and the Board". Director Parker asked to be recused due to absence from that meeting.

A motion was made to approve the minutes with the additional verbiage added to the December 11, 2018 document.

First: Robert Bartman

Second: Ann Mesle

Motion: Approved

Recused: Marietta Parker

IV. Review/Approval of Proposed Agenda

A review of the proposed agenda resulted in no suggested changes.

Rhonda Holman

V. Board Education – Health Forward Foundation (HFF) Update Donna Bushur

Director Holman introduced Ms. Bushur, who had agreed to provide an update of what the Health Forward Foundation is currently engaged in with youth populations such as those that the Jackson County Community Children’s Services Fund (JCCCSF) currently serves.

Ms. Bushur distributed a folder containing materials regarding school-based health services in Missouri and some of the work the HFF has been doing. Ms. Bushur is a Program Officer who co-leads the Mental Health round with Shannon Morris. The primary focus of her presentation was to provide information to JCCCSF as Directors are preparing for the upcoming school-based funding round.

Ms. Bushur’s presentation was focused on how to sustain mental health services in schools. The HFF entered into a contract with the School Based Health Alliance (SBHA) to assess this. The focus of the contract with the HFF was limited to Missouri. Information was collected from various grantees, providers, Missouri Healthnet, state officials as well as a review of relevant policy.

The results of this work indicated strengths as follows:

- Schools are using evidence-based practices with services provided by both contracted community-based organizations and providers that are directly employed by school districts
- The availability of county tax levies (i.e. COMBAT, Jackson County Mental Health) and availability of Medicaid qualified school employees and health providers

The results of this work also indicated challenges as follows:

- In the school setting, the complexity of need is increasing, due to the vulnerability of the uninsured and underserved. These populations are dealing with issues of poverty and trauma in low-income settings, making their educational outcomes more vulnerable.
- Limited knowledge of and capacity to implement high-quality school-based models
- Lack of organized advocacy for systemic change
- Restrictive Medicaid policies for school-based services, particularly for behavioral health intervention (i.e. IEPs),
- Medicaid restriction and policies would not allow credentialed providers to bill for services provided when place of service was on school grounds

The resulting changes and next steps:

- Effective April 2018, Medicaid now allows the point of service delivery to be on school grounds.
- Medicaid now allows administrative claiming for schools to be reimbursed up to 50% of the administrative costs for duties related to providing IEP support services.
- Trainings have been held with grantees to educate them on how to submit claims for these services.

Next steps:

- Missouri School Board Association (MSBA) has circulated bulletins and education on this change in CMS policy.
- MSBA has also put together a task-force holding conferences on revenue capacity building

- Show-Me School Based Health is now a part of the national organization, working under a 3-year grant.

VI. Old Business

A. Financial Report

Rob Whitten

1. December and Year-to-Date (YTD) Financial Activity
The detailed spreadsheet provided to Board Members prior to the meeting was reviewed. It was noted that YTD 2018 revenues were \$12.9M. This would include \$900k from December of 2017. The \$1.2M for 2018 December that was received in January was not included in YTD and will be accrued as a 2018 receivable for audit purposes. Expenses month-to-date (MTD) were \$196k, with YTD \$3.4M, of which \$3.2M was partner support. Current assets for 2018 total \$17.2M; current liabilities (2018 Funding) were \$2.5M, leaving net assets totaling \$14.7M. Funding Commitments for 2019 were reported at \$7.6M.
2. 2018 Financial Closing & Audit Preparation
Efforts for 2018 financial close are underway to ensure that QuickBooks contains all 2018 activity. The following returns have been filed and paid: 940 Federal Unemployment, 941 Employer's Quarterly, Missouri Income and Kansas City Earnings Tax. W-2s and 1099s are currently scheduled for completion by January 31, 2019.

Wrap-up of the 2017 audit is underway. A planning meeting for the 2018 audit is scheduled for the week of January 21, 2019.

B. Children's Services Contracting

Rob Whitten

1. Winddown for 2018 Contracts

There will be three pulls of Quarter 4 2018 grant reports: 1/15/19, 1/22/19 and a final on 1/31/19. The last pull will ensure that final payments for 2018 are issued and allow the JCCCSF audit to begin in order to meet filing deadlines.

2. Contracts for 2019

Award letters and declination notices were sent out by December 12, 2018. Mr. Whitten has extended opportunities to receive feedback to agencies that were not funded. Eight applicants have currently requested this feedback. Contracts for the 25 fully-funded projects were issued on December 20, 2018, with 12 already returned. Budget revisions were required on 19 projects, with 12 revisions received and seven of those accepted.

A copy of Partner liability coverage showing JCCCSF as an additional insured must be submitted with the contract for review. Where further discussion regarding outcomes and potential enhancements was required, site visits with the individual organizations were or will be held.

United Way of Greater Kansas City would like to transition from reporting based on expense reimbursement to units of service due to that organization's use of four subcontractors. In prior discussion with the Executive Director and two JCCCSF Board Members, the request was considered appropriate as billing has not been submitted. The reimbursement amount would remain the same and would be supported in their budget narrative. There were no objections from attending Board Members to approving the change.

A county zip code report which was distributed to Members prior to the meeting was reviewed. This report showed the legislative district, the percentage of households living below the 2016 federal poverty level, and the number of children to be served by the programs that the JCCCSF funded. Directors requested that future reports of such data include a legend and the number of organizations that proposed to deliver services to children from designated zip codes.

3. School Based Services Request for Proposal (RFP) Update

The RFP timeline was reviewed as follows:

RFP opened - December 17, 2018

RFP closes - February 4, 2019

Board Member review of applications - mid-late February

Partner interviews – mid-to-late March

Funding slate to Board for approval – April 4, 2019 Board Meeting

An information session for the school-based RFP was held on January 9, 2019 with 38 attendees from 31 different organizations. \$3M is allocated for this funding round. The board may also consider adding unspent funds from the first 2019 RFP process to the allocation for school based programs

On September 5, 2018 school based programs that were funded for 2018 were invited to request six months of "extension/bridge" funding to support their funded activities through June 30, 2019. One agency did not respond until December 17, 2018. The extension amount requested was \$14,783. Because there wasn't a definite due date for these requests, and because of the modest amount requested and the agency's performance on the contract, the Executive Director recommended approving the request and asked Directors for comments or objections to the recommendation. There were no objections or comments from Members.

C. Executive Director Report

1. Marketing/Branding RFP Update

Action Required

In order to secure a full range of marketing and branding services a previously distributed RFP for only logo development was pulled and a new RFP was issued to three prior and five new vendors. Of those eight vendors, three were certified minority business enterprises (MBEs), and three were certified women business enterprises (WBEs). Responses were received from five vendors. Mr. Whitten and Ms. Richter met with vendors to review their proposals.

Upon review of all proposals, staff recommended Fervor Marketing. Fervor provided a comprehensive and detailed outline of its process, deliverables and timelines. The total price of proposed activities was \$88k. The timeline for the brand assessment and strategy phase will be eight weeks. Logo and branding design, along with website development, will continue for an additional 5-6 weeks. JCCCSF should have a strong brand impression by March, with a usable logo by the April/May timeframe. A fully functional website is anticipated by late summer.

Board Members expressed their support for this expenditure and requested the following:

- A contract that allows scheduling flexibility and assures the Fund's satisfaction with work process and product before proceeding to subsequent phases.
- Messaging and image must convey that "the health of eligible children is important to our community." The JCCCSF image must present more than "just a pretty face."
- Assurance in the contract with the vendor that if JCCCSF is not fully satisfied with the work, there will be no financial penalty or obligation to move forward.
- The contract should be written so that each stage outlined in the estimate submitted will allow us to pay for the work done, with an absolute right to cancel anything further in the contract.

Following the discussion, the Executive Director recommended that the submittal from Fervor be accepted.

Motion: A motion was made to approve this expenditure with the contract structured in the way that was discussed.

First: Marietta Parker

Second: Ann Mesle

Motion: Approved

2. Next Steps on Work Plan

Staffing/Benefits - The Executive Director shared that hiring additional staff is the next priority. Meetings with brokers and reviews of benefit packages are also planned. Board Members were invited to provide input and Mr. Whitten welcomed Director engagement in developing benefit package recommendations.

Convenings - The Mental Health Levy will be convening funders in late February, with an invitation to JCCCSF to participate. Mr. Whitten will also be meeting with Bruce Eddy (Jackson County Community Mental Health Fund) and Vince Ortega (COMBAT) to continue dialogue about outcome data collection and community impact at both collective and individual levels.

Other - Mr. Whitten will contact Todd Patterson, the political advisor who worked on the campaign to approve initial funding for the JCCCSF, to open discussions about Fund reauthorization. The 2019 budget includes money for such consulting. Directors also requested that Mr. Whitten meet with Jay Haden, Jackson County Administration Counsel, regarding the Fund's appropriate role(s) in seeking reauthorization from County voters. A draft Record Retention Policy has been received from the JCCCSF attorney and is under review.

Directors revisited the use of external reviewers to review proposals. To preserve consistency in the way that 2019 proposals are reviewed, Mr. Whitten suggested that the use of external reviewers be delayed until after the 2019 school based RFP process. Further discussion will take place during planning for 2020 RFPs.

VII. Other Items

Rhonda Holman, All

A. Board Education: Guest Speakers, Research, Consultation, etc.

Director Holman thanked Ms. Bushur for her presentation and the packet of information that she provided.

B. Director and Guest Comments

Director Comments – Director Parker requested an update on Board Vacancies. Members were reminded that there remain two vacancies, both from District 3. Surfacing appropriate candidates from District 3 is the top priority. Director Mesle indicated that she continues to seek potential candidates and has a meeting scheduled to talk with two more people who can help the Board identify civic minded people in Independence. Members were also reminded that the annual meeting is coming up in April. A Nominating Committee will need to be named at the February Board Meeting to present an officer slate for consideration in April.

Guest Comments – A guest asked about numbers reported earlier in the meeting during discussion of 2019 contracts and the zip codes where proposed clients live. She wanted to know whether the totals represented unduplicated recipients. Chair Holman replied that it was very likely that the numbers contained duplicated individuals since specific client identification was not possible.

An additional question was raised regarding the approved investment in JCCCSF branding. The guest wanted to know if there were plans to leverage the proposed website so that it can provide information beyond specific Fund data and its funded programs and services. Specifically, the guest hoped that the website would provide broader information about child welfare and healthy family development and serve as a resource for providers and other interested parties. The chair responded that the initial priority will be to provide JCCCSF basics (board minutes, financial statements, meeting notices, funded programs, etc.). The board will give ongoing consideration to building a more robust website. A caution was also offered that the more that a website offers, the more tending and investment it requires to keep information current and relevant.

VIII. Adjournment

The meeting was adjourned at 4:18 p.m.

Respectfully submitted: Sue Richter



Brian Kaberline, Secretary

Next Meeting: February 7, 2019 – MARC Offices, Westview Room, 2:30 p.m.