

THE COMMUNITY AND CHILDREN'S RESOURCE BOARD  
OF ST. CHARLES COUNTY  
Board of Directors Meeting Minutes  
September 27, 2017

**Meeting Call to Order:** The meeting was called to order at 8:05 a.m.

**Roll Call and Guests:**

Present: Ron Berrey, Molly Dempsey, Linda Haberstroh, Pastor Raymond Horry, Larry Marty, Allison Onder, Nancy Schneider, and Linda Wilson Horn

Staff: Bruce Sowatsky (via Skype), Michelle McElfresh, and Jeanne Spencer,

Absent: Dave Beckering

Guests: Mandy Bowlin (Behavioral Health Response), Jeanette Koechner (Boys and Girls Club), DiAnne Mueller (Crisis Nursery), Rose Trevino (Lutheran Family & Children's Services), Denise Fondren (Our Lady's Inn), Kelly Broeker and Cindy Jones (Preferred Family Healthcare), Jack Lipin (Sts. Joachim & Ann Care Service), Joy Maxwell (ThriVe), and Lori Kohrs (United Services).

**Public Comment:** No public comment.

**Review of 2015-2017 Strategic Plan:** CCRB Board members discussed the 2015-2017 Strategic Plan. Consultant Wendy Dyer reported on the accomplishments made during in the areas of Policy Development; Logic Models; Community Outcomes; and Community Relations. Positive county-wide accomplishments include a reduction in infant mortality; fewer teen pregnancies and premature deaths of children; and an increase in youth earning a high school diploma.

**Emerging Challenges:** Wendy reported the emerging challenges for CCRB are an anticipated 50% population increase in St. Charles County; increasing poverty and drug use; and limited funding due to state and federal budget cuts and a decline in sales tax revenue.

**SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis:** Previously, the CCRB Board of Directors provided SWOT feedback of the CCRB to Wendy and she reported on the Board's feedback.

- Areas identified as strengths included: strong agency partners and partnerships; competent staff; stewardship of board; community impacts and reputation; data collection; contract management; transparency; financial management; a well-established brand; deep and wide relationships with agencies; clear funding guidelines; a dedicated sales tax; and board diversity.
- Weaknesses identified by the analysis included: limited size of staff; expertise to better understand partner agencies' financial health; partner training for new employees regarding the CCRB system; lack of diversity in funding stream; relationship with Jefferson City; possibly funding too many agencies to be effective; 1/8 sales tax and a need to develop more relationships with the Missouri House of Representatives.

- Opportunities reported on included: expanding the System of Care; focusing on early childhood; mental health training for school personnel and first responders; data; developing a Think Tank; legislative connectivity; expanded staff development; new staff members; highly effective leadership; in sharing the CCRB model with other communities; an increase in sales tax due to anticipated population growth; expansion into the Western portion of the County; in coordination with others, i.e. universities and hospitals, which bring in more psychiatric/psychological care; and potentially becoming a Donor Advised Fund provider for St. Charles County residents.
- Threats to CCRB were identified as: a 50% population growth, including 55,000 more children under age 18; sales growth is down; state and federal budgets are being cut; availability of new agency staff; heroin/opioid crisis – especially as it reverses child well-being gains; agency dependence on CCRB; lack of psychiatric providers in St. Charles County; and Bruce’s vast knowledge is not institutional knowledge.

**Focus Groups Feedback:** Partnering agency Executive Directors and Program Managers previously participated in a focus group session conducted by Wendy Dyer. Participants were asked questions about challenges to their agency; the role of CCRB; ideas on collaboration with area agencies; potential alternative funding sources.

**Survey Findings:** Wendy distributed an 18-question survey to partnering agency Executive Directors and Program Managers who did not attend a Focus Group session. There were 31 responses to the survey received and included in the data. Questions were divided into three categories: Agency Purpose/Administration, Inclusiveness and Representation, and Community Impact. Findings were positive, with a score of at least 4 out of 5 on all 18 questions.

The greatest take-aways from the Focus Group and Survey Findings included: a desire for a multi-year funding cycle; partner agencies want to work toward increasing the sales tax; the System of Care and its accompanying collaborations required to connect services together; succession planning is critical to the future of the CCRB; there is great appreciation for how positive everyone is about our partnerships and the mutual respect amongst partners; and a general belief that the community is experiencing great outcomes for kids.

The focus group and surveys indicated areas of concern: population growth projections; a need for more services and wider service area; a lack of diversity in the County; determining the exact role of the CCRB; and a desire to prioritize prevention and be more proactive.

Wendy suggested the Board further consider the following questions and comments:

- Why does CCRB keep bringing in new agency partners?
- Is funding multiple agencies doing similar work still a relevant model?
- Why is poverty increasing?
- Does St. Charles County have a language issue?
- What is the role of the CCRB in advocating for the passage of a sales tax increase?
- CCRB could better prepare new agencies for partnership.
- Are there other spaces for collaborations outside of Coalition meetings?
- How does CCRB communicate better with the agencies about partnership opportunities within the community?

- Does CCRB need a branding campaign similar to Blue Zone or Community Strong as a component of the System of Care?

A vision for CCRB in 2020 was discussed by the Board Members. Goals that emerged from the discussion included:

- Larger CCRB staff, adding at least one more full-time employee.
- Eliminating the partnering agency wait lists for St. Charles County children by better connecting them with services through an expanded System of Care.
- Stronger prevention programs with a focus on early childhood; may require a shift in priorities.
- More services in the western portion of St. Charles County.
- School districts will report they are properly serving children with problems such as homelessness, trauma, and special needs.

**Strategic Plan Topics:** Wendy presented potential strategic plan topics, originating from the SWOT Analysis, Focus Groups, and the Agency Survey. Topics presented included:

- system of care model
- a focus on prevention
- creation of a Think Tank
- use of impact data to prioritize funding;
- lengthening the funding cycle
- improving communication, collaboration, and promotion

**Breakout Groups:** Board Members formed into two groups and discussed the Strategic Plan topics.

**Visioning Exercises:** Board Members participated in a visioning exercise to better determine the direction and focus for the CCRB.

**Announcements:** Kelly Broeker from Preferred Family Healthcare announced their annual Hopefest on October 21 at St. Charles High School, 725 N. Kingshighway, St. Charles 63301.

**Adjournment:** A motion was made to adjourn the meeting at 11:28 a.m. (M.S.P.: Dempsey/Wilson Horn) – Motion passed.