



**MINNESOTA CRIME PREVENTION ASSOCIATION
BOARD MEETING MINUTES**

**Date: 03/04/2021
Anoka P.D.**

Board Members: Alicia Mages (President), Todd Strege (Vice President), Nicole Neis (Treasurer), Betsy Sell (Secretary), Tony Mortinson (Sergeant-at-Arms), (Board Members at Large), Sterling Cayer, Nicole Clifton, Georgeann Freeman, Trish Heitman, Patricia Lammers, Amy Lueck, Paul Schley, Ken Sysko.

Absent: Julie Janke

CALL TO ORDER:

Meeting was called to order by Alicia at 09:57 hours.

SECRETARY REPORT (Betsy):

Meeting notes of 02-04-2021 had been distributed for review in advance of the meeting.

Motion to approve the meeting minutes.

Motion: Tony

Second: Paul

All approved.

TREASURER REPORT (Nicole):

Nicole had distributed for review in advance of the meeting.

Balance - \$24,484.48

Motion to approve the Treasurer's report.

Motion: Betsy

Second: Tony

All Approved.

CORRESPONDENCE:

Received an email complimenting the letter to membership.

PRESIDENTS REPORT (Alicia):

N/A

VICE PRESIDENTS REPORT (Todd):

N/A

OLD BUSINESS:

Year End Report – Nicole to confirm status of 2019 Year End/AG Report with Becky. Nicole to touch base with accountants regarding Year End/AG Report (they will complete it for small fee, Alicia will assist with the non-financial portion of the report).

Digital Letterhead and Rebranding: (sub-committee head Trish plus Alicia, Paul, Patty) Trish has proposals for logo-only and also for logo/web redesign/features.

- Logo Only Proposals
 - Tara Jenkins - \$1,350 (logo design)
 - Prime - \$2,040 (create logo and add to website).
- Logo and Web-site 'Refresh'
 - Tara Jenkins – logo and web design 'refresh' - \$3,250 plus \$35/mo fee (this would include a new platform which would decrease monthly expenses and add features including individual logins managed by site, include ability for members to pay via site).
 - Prime – Logo and website 'refresh' (Prime advised research would be required for them to do this, research time included in their proposal) - \$5,000.

Discussion regarding the original website investment – money well spent, that content and information/design will be the foundation for the new 'refresh' – which is intended to freshen the look of the site and add user features. Board members would like Tara to attend an upcoming meeting and present her proposal/overview of the updates she has in mind/demo other sites she has developed.

Virtual Membership Meetings: next meeting planned for Mar 23.

Explorers' Conference – 2021 date has yet to be confirmed.

COMMITTEE REPORTS:

- Education/Training:
 - Annual Conference – (Alicia) –
 - Trainings – Crime Free Day 1 – the next training is scheduled for Feb 11 1-3pm. St Paul held a class with attended by 45. Multiple other cities also held. Anoka has an upcoming class.
 - Chief of Oak Park Heights is interested in the date of the next Crime Prevention Practitioner course (has two officers who will be taking the training).
- Membership/Public Outreach:
 - Website (Todd/Trish): Todd is wrapping up new year review/updates.
 - Crime Prevention Tip Updates
 - Crime Bytes Update-e-newsletter (Todd/Tony): continuing to hold the monthly membership virtual webinars instead of sending the monthly Crime Bytes.
 - Membership Update – Georgeann – we have 10 lifetime members, 96 paid members. Nicole issuing an invoice to Red Wing.
- MCPA Programs:
 - Crime Free (Patty) – committee is meeting next week.

- Night to Unite – (Nicole) Nicole sent out a survey regarding holding the NTU breakfast – 28 responses, responses split between hold in April/delay to May/cancel altogether (concerns include personnel availability due to Covid and other possible mutual-aid needs). Purchased 25 plaque ‘plates’. Alicia reaching out to AAA to inquire about their typical support grant.
- Trading Cards 2021 (Betsy) – awaiting response from Josh Ortiz/MN Twins, contacted Park Printing, who will provide a discounted cost proposal as soon as the volume of cards/prints requested are confirmed (will also consult with other printing companies to ensure that the discounted cost remains a prudent choice for our MCPA membership dollars). Discussion regarding other options for trading cards: a set of crime prevention tips featuring various agencies’ K-9 officers and related fun facts and/or a set featuring various agencies’ ‘patches’/logos and related agency facts.
- LESMG (Alicia) – N/A

NEW BUSINESS:

New Board Member – Ken Sysko, St Louis Park

Motion: Paul
Second: Betsy
All Approved.

Next Board Meeting:

Motion to adjourn.
Motion: Betsy
Second: Todd
All Approved
11:27 hours

A D J O U R N