



*The Coalition's Mission is to provide leadership and advocacy that builds a community
where all children are prepared for success in school*

Advocacy and Resource Development Committee Meeting

Thursday, October 15, 2009

9:00am – 11:00am

Early Learning Coalition of the Big Bend Region

325 John Knox Road, Building L, Suite 201, Tallahassee, FL 32303

Committee Members Present:

Maureen Daughton, Chair
Carrie Rubenstein
Pam Butler
Bob Gabordi
Monesia Brown
Angel Trejo

Staff Present:

Chris Duggan, Chief Executive Officer
Lauren Faison, Chief Operating Officer
Carrie Pafford, Director of Provider Services
Molly Lord, Community Partnerships Director
Megan Gocs, Executive Assistant

Committee Members Absent:

Kim Kelling Engstrom
Marlon Hunter
Alisa Ghazvini

Guests Present:

Christen Cannon
Billie Metayor

1. Welcome and Roll Call

Maureen Daughton, Chair, welcomed committee members, staff and guests. Roll call was taken and quorum was established at 9:02am.

2. Approval of Agenda

The motion to approve the agenda for this meeting was made by Pam Butler. This motion was seconded by Monesia Brown. This motion was approved.

3. Approval of Minutes for March 5, 2009 and May 7, 2009

The motion to approve the minutes for the Advocacy and Resource Development Committee Meeting's of March 5, 2009 and May 7, 2009 was made by Bob Gabordi. This motion was seconded by Monesia B. This motion was approved.

4. Public Comment

There was no public comment.

5. Committee Purpose, Responsibilities and Objectives

Maureen D. spoke to the committee about the Board strategic goals and the purpose, responsibilities and objectives of the Advocacy and Resource Development Committee.

At the June 16, 2009 Board Meeting, the Board drafted their strategic goals for 2009 – 2010. The goals included, to increase the public's awareness of the Coalition's unique mission and specific services across the Coalition's seven county service area; to strengthen the Coalition's presence and increase opportunities to interact with parents, providers, businesses and community leaders in Gadsden, Liberty, Wakulla, Taylor, Madison and Jefferson County; to provide opportunities for Board development and to establish mission related performance indicators as well as well defined outcome measurements.

The responsibilities of the Advocacy and Resource Development Committee for the 2009 – 2010 fiscal year proposed included, developing an advocacy plan to clearly articulate to community leaders that investing in quality early education for all children is the investment with the highest rate of return; approve the resource development strategic plan; developing policies for fund resource and development and supporting the acquisition of additional funds and resources as needed by the Coalition through, community awareness events, fundraising activities or solicitation of funds. Pam B. made a motion to accept these responsibilities and objectives for the Advocacy and Resource Development Committee for the 2009 – 2010 fiscal year. This motion was seconded by Carrie Rubenstein.

Both Chris Duggan and Bob G. spoke about the proposed Board Communication Strategic Plan Workgroup.

Chris D. informed the committee about the Florida Chamber Future of Florida Forum she attended October 12-13, 2009 in Orlando.

Maureen D. reflected on the success of the 1st Annual Ready for School Sock Hop with the committee.

Pam B. made the suggestion that the Coalition should hold a CEO breakfast before the start of the 2010 legislative session. The Coalition could hold a breakfast for thirty five community business leaders. She made the comment that we may be able to get some of our local legislators there. Bob G. suggested having the breakfast at the Tallahassee Democrat before Thanksgiving. The Coalition could invite business leaders to come because we need their support and ideas in relation to improving the Coalition's position with the legislatures.

6. Legislative Agenda and Advocacy Plan

Chris D. spoke to the committee about the legislative agenda and the advocacy plan.

7. 2009 – 2010 Resource Development Plan

Lauren F. explained the 2009 – 2010 Resource Development Plan to the committee. She explained the requirement that the Coalition raise six percent match. Historically some of this six percent has been waived from the rural counties. Lauren F. informed the committee that while the Coalition's rural counties receive United Way funds, Leon County does not.

The committee was informed that the Coalition recently received a grant from Target for \$4,000.00, after being informed about the grant by a parent. The Coalition also currently has a grant application in with Capital City Bank for \$5,000.00, and with Sunrise Rotary.

The committee discussed the next Sweetheart Raffle. The purpose of the Sweetheart Raffle will be to raise money to purchase books for The Word Gardens. The committee suggested having all

the marketing material and information for the Sweetheart Raffle ready for the December 8, 2009, Board Meeting to provide to board members.

Angel Trejo agreed to sponsor the 2nd Annual Ready for School Sock Hop. Monesia B. and Pam B. agreed to Co-Chairs for the event. Angel T. believed that UPS would be happy to sponsor the Ready for School Sock Hop again. Maureen D. believed that ProBank would also be happy to be a sponsor. Staff were asked to map out the sponsor needs for this event as well as the 2010 Evening with the Stars.

Meeting adjourned at 10:28am.

Minutes recorded by: _____
Megan Gocs, Executive Assistant

Minutes Approved: Wednesday, May 26, 2010

Committee Chair's Initials: _____

Board Secretary Initials: _____

A digital recording of this meeting is available at the office of the Early Learning Coalition of the Big Bend Region.