



*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

Wednesday, May 18, 2011

8:00am to 9:30am

Early Learning Coalition of the Big Bend Region

Northwood Centre, 1940 North Monroe Street, Suite 70, Tallahassee, FL 32303

Committee Members Present:

Maureen Daughton
Pam Butler
Monesia Brown

Staff Present:

Lauren Faison, Chief Executive Officer
Briant Mertz, Outreach Manager
Joey D'Souza, Executive Assistant

Committee Members Absent:

Angel Trejo
Janice Sumner
Marlon Hunter
Bob Gabordi, Chair
Alisa Ghazvini
Carrie Rubenstein

Guests Present:

n/a

1. Welcome and Roll Call

Lauren Faison, welcomed committee members and staff. Roll call was taken and quorum was not established. The meeting started at 8:17am.

2. Approval of Agenda

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

3. Approval of Minutes for January 12, 2011

The motion to approve the minutes for the Advocacy and Resource Development Committee Meeting of January 12, 2011 was made by Maureen D. This motion was seconded by Pam B. This motion was approved.

4. Public Comment

There was no public comment.

5. Review

a. Legislative Wrap Up

Lauren Faison informed the committee that there is \$2 million cut to the School Readiness budget and that there is a 7% reduction in the Base Student Allocation for VPK

reimbursement. There was also a .5% reduction for administration costs for VPK. The ELC is positioned to absorb the \$2 million dollar loss through prior planning. We should not be forced to dis-enroll any children from our services.

The ELCs are being taken from AWI and being moved to DOE where a separate OEL Office is going to be created to oversee the statewide early learning programs; DOE will just be the fiscal agent for the office. The new OEL office is still searching for a director, which should be named around October. The legislature also decided to have the Office of the Auditor General conduct a study on the Early Learning Coalitions. This study will focus on impact, governance and administration of the ELCs statewide. The study will conclude in December of this year.

The Executive Director of the Miami-Dade ELC, Evelio Torres, had some private money that he was able to use to hire a lobbyist for the ELCs this past session which was a tremendous help. The committee expressed that we should not hire a lobbyist even if the money becomes available.

b. Match Development Report

Lauren F. gave an update on the match funds for the year. The biggest discrepancy is between the books raised last year to the amount of books we have raised this year.

Right now we are at 71% of our cash match goal; 46% of our in-kind goal, for a 56% of our total match goal. The match does not include the full affect of the donated space from Northwood because we have not been here the full year yet.

c. Outreach Update

Lauren F. gave the update on our Outreach efforts. The building has been a huge boost to our outreach efforts. There have been numerous tours given to different officials and 32 different groups have utilized the meeting spaces in the office. While they are here, they learn about the ELC-what we do, who we are, and that has helped build community awareness. On June 14, the First Lady of Florida is going to come for a two-hour visit and on June 15, the City's Health and Human Services Committee is hosting their meeting here. The next Chamber board meeting is going to be held here and the ELC is going to be on the agenda.

The Evening with the Stars was held May 14, 2011 and it was a huge success. We were able to raise \$8,000 in three weeks for the event and over 400 people were in attendance.

6. Discussion Items

a. 2011-2012 Outreach Plan

We are not holding the Sock Hop this year; the question was brought up if we should do it in the future. The question was also brought up of what our goals and needs were in relation to having a fundraising event. Both questions were discussed but no definite answer was provided. It also came up whether the summer camp splash could be used as a fundraiser and the answer was determined to be no. The committee said that we need to focus on getting some recognition for our efforts in the form of magazine awards, Leadership Tallahassee, Awards, Children's Week awards, and Chamber awards. Lauren is going to send out some nomination forms she has gotten so people can nominate her and the ELC for various recognitions. There is a long term goal of attaining a Sterling Award. The idea of a mardi gras themed fundraiser was brought up. The idea of children's book clubs came up as a way to increase outreach and to utilize the First lady's literacy efforts.

We are also making updates to our website to make it more interactive. The updates will include a virtual tour and blog by Lauren.

b. 2011-2012 Advocacy Efforts

The committee brought up the need to reach out to new legislative leadership for the upcoming session. Monesia B. said that Speaker Weatherford has experience with the ELCs and is a believer, but we need to really think about what we want from him before we approach him. She also said that we should maybe work in conjunction with the ELC from his district since there is an established relationship there. Also, the idea was brought up to host a legislative event at the ELC to get representatives to the ELC office.

Lauren discussed the continued efforts of the ELC to enhance the relationship the ELC has with its providers so the providers can become advocates for the program. The ELC may start provider advisory groups in each of the counties as a way to increase communication and good will.

Meeting adjourned at 9:35am.

Minutes recorded by Joey D'Souza, Executive Assistant

Full Committee Approval Date: _____

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.