



**BOARD OF DIRECTORS
MEETING MINUTES
October 22, 2015**

Meeting: Early Learning Coalition of Pasco and Hernando Counties, Inc.
Board of Directors Meeting

Day/Date/Time: Thursday, October 22, 2015 at 8 a.m.

Location: Early Learning Coalition of Pasco and Hernando Counties, Inc.
15506 County Line Road
Spring Hill, FL 34610

Board of Director Members Present: Dr. Steve Kanakis, Chair; Dr. Amy Anderson, Florence Buono, Joan DeMauri, Ann-Gayl Ellis, Jessica Griffin, Gus Guadagnino, Dr. Steve Knobl, Pat McHugh, David Meglay, Dr. Lori Romano

Board of Director Members Present via Phone: Josh Kelly, Diane Rowden

Board of Director Members Excused: Cathy Dofka, Beth Narverud, Angela Porterfield, Mary Beth Wehnes

Board of Director Members Absent: None

Coalition Staff Present: Pattie Eacobacci, Jim Farrelly, Rachel Hardy, Jak Jakubauskas, Betsy Kier, Joe Mascaro, Sherri Sabadishin, Ljubica Sevic, Audrey Stasko (**Internal Note: Betsy Kier was not in attendance at this meeting.**)

Guests Present: Dr. Mel Jurado, The Profitable Group

I. Welcome and Call to Order – Dr. Steve Kanakis, Chair

Dr. Kanakis called the regularly scheduled meeting of the Early Learning Coalition of Pasco and Hernando Counties, Inc. Board of Directors to order at 8:05 a.m. After the Pledge of Allegiance, introductions were made.

II. Action Items

• **Adoption of Agenda**

Dr. Kanakis requested a motion to adopt the agenda. Mr. Guadagnino so moved and Mr. McHugh seconded the motion. All were in favor with no abstentions and the motion carried. (**Action Item #1516-22**)

- **Approval of Minutes, July 23, 2015 Board Meeting**

Dr. Kanakis requested a motion to approve the minutes of the July 23, 2015 Board Meeting. Mr. Guadagnino so moved and Dr. Anderson seconded the motion. All were in favor with no abstentions and the motion carried. **(Action Item #1516-23)**

- **Treasurer's Report – Mr. Pat McHugh, Chair**

- A. Financial Statements – July, 2015**

Mr. McHugh explained the financial reports will cover three (3) months. During July, the combination of Quality and Direct Services spending for School Readiness was 88% and VPK administrative costs were high as the school year had not yet begun.

- B. Financial Statements – August, 2015**

Mr. McHugh reported the combined total for Direct Services was 89% with \$49.53 raised for match to date. Additionally, the VPK administrative rate remains high with a significant decrease expected next month.

- C. Financial Statements – September, 2015**

Mr. McHugh reported the Coalition continues to expend 89% on Direct Services for children in the School Readiness program. VPK's administration spending was decreased to 2.68% with 97% going to Direct Services. Additionally, the Coalition procured \$2,110 in match funds for the month.

Dr. Kanakis requested a motion to approve the Financial Statements for July, August and September, 2015. Mr. Meglay so moved and Dr. Anderson seconded the motion. All were in favor with no abstentions and the motion carried. **(Action Items #1516-24, 1516-25 and 1516-26)**

III. Remarks from the Chair/Executive Committee Report – Dr. Steve Kanakis, Chair

Dr. Kanakis reviewed each of the action items the Executive Committee has acted upon since the July board meeting including revisions to several policies some of which contained state mandated requirements, approval of copier and cleaning contracts, disposal of surplus equipment, approval for suite renovation, approval of Mrs. Buono to the board, the Executive Director's annual evaluation was completed, and quotes were received from other banks to see how comparable they were with SunTrust. Dr. Kanakis explained the service from SunTrust has been seamless for the past seven (7) years and their fees were not out of line so the Committee decided to remain with this bank.

- **Update, Strategic Planning Activities – Dr. Mel Jurado and KPI Teams**

Dr. Jurado explained that the KPI Team Leaders would be presenting their second quarter report updates:

Succession Planning – Mr. Farrelly reported the Executive Committee has reviewed and revised the Executive Director's job description. The salary range was discussed and will

be left as negotiable. Additional changes to indicate essential and desired qualifications were also made. These changes were approved. This goal is complete.

Marketing & Public Relations – Mr. McHugh reported the committee has discussed leaving information on the VPK program at local health departments as well as Head Start offices. The committee also discussed placing the Coalition’s logo at high performing centers involved with the Sunshine Stars rating program. The committee also decided on a social media marketing plan utilizing Facebook ads to promote VPK.

Mr. Farrelly explained that Mr. Mascaro will be purchasing banners, with the number of stars attained, for each center that publicizes their stars.

Parent Outreach & Education – As Ms. Dofka was out of town, Dr. Jurado presented her report. Ms. Dofka will be meeting with the Children’s Advocacy Center to discuss parent involvement and reported that Hernando County Exceptional Student Support Services works with parents to provide information on services as does their Parent Liaison. The ESE department will continue to look for ideas and to work with the Coalition to better educate parents.

Community Outreach – Mr. Farrelly introduced Ms. Audrey Stasko as the new Communications Specialist. He reported that the Community Outreach goal is to have the Coalition better known in the community. Even though the Coalition served 14,000 children last year, it is not widely known. Outreach will also focus on placing more children in the VPK program. Mr. Farrelly reported that a speakers’ bureau will be created and Mr. McHugh is the first volunteer. He explained that VPK Outreach and Awareness has a budget for advertising and approximately \$9,000 of \$15,000 available will be expended during FY 2016 on Facebook advertising. Additionally, information will be distributed to local pediatricians and hospitals, and a local Tampa Bay Times writer will be pursued by Ms. Narverud to write an article on VPK.

Community Partnerships – In Ms. Narverud’s absence, Dr. Jurado reported Ms. Narverud has met with a representative from United Way of Hernando County. The goal is to get the United Ways’ of both counties involved. Mr. Farrelly explained that he knows of no other Coalition this is not being generously funded by the local United Way(s).

Provider Partnerships – Mr. Farrelly reported that Sunshine Stars is a large outreach endeavor in terms of provider partnerships. Sunshine Stars will be 100% successful in terms of forming a partnership. This program will deliver high quality, four and five star centers which in turn will attract more business for the providers.

Mr. Farrelly stated Strategic Planning Activities will remain on the Board’s agenda until the Board is satisfied that all goals have been achieved.

IV. Utilization Reports – Ms. Betsy Kier, Assistant Executive Director

In Ms. Kier’s absence, Mr. Farrelly reported the School Readiness enrollment, as of September 30, 2015, was at 3,536 children. Approximately 1,400 children were on the wait list, but it is now down to about 60 in the 0-5 year category and several hundred in the 6-12 years category. Mr. Farrelly reported that within the month the wait list should be

at zero with open enrollment. The attrition rates have dramatically decreased due to the re-certification process now being done every 6-months. Educational continuity is important for the children.

The VPK program currently has 4,863 children enrolled and the new proposed marketing efforts through Facebook and pediatricians will help to increase the number of children enrolled.

V. **Committee Updates**

- **Finance and Audit Committee – Mr. Pat McHugh, Chair**

Mr. McHugh explained the Committee has met monthly and reviewed the financials and the banking relationship with SunTrust as well as moving some budget line items.

- **Ad Hoc Marketing Committee Update – Mr. Pat McHugh, Chair**

Mr. McHugh explained a speaker's bureau will be developed and additional volunteers will be sought to speak at Kiwanis meetings, etc.

- **Match Committee Update – Dr. Steve Knobl, Chair**

Dr. Knobl reviewed the Committee's Plan of Action report and stated the Committee is not on a path to success meeting the match requirement. The Coalition has had a few good events, but something should be done quarterly or have 2-3 large annual events, with Board involvement. Dr. Knobl stated that during FY 2012-13 over \$20,000 was raised for match, but this year only about \$2,000 has been raised to date.

Dr. Knobl announced that he and Mr. McHugh are discussing a possible event; Ms. Griffin has volunteered to assist with fundraising endeavors and he asked that members contact him directly with any ideas and/or suggestions.

Mr. Meglay inquired about the Coalition receiving donations through purchases made on Amazon. Dr. Knobl will work with Ms. Stasko to find out more information about this program.

Mr. Guadagnino stated he would like to see in-kind donations and staff time involvement listed on the Plan of Action report.

Dr. Knobl explained that Foundation events are also included on this report such as the Cook Museum tour, but the funds generated through these events go directly to the Foundation and not to match.

At this time, Mr. Farrelly explained the distinction between raising funds for the Coalition's match and the Foundation. The Coalition must show due diligence to the state on raising match funds.

- **Program Committee Update – Ms. Angela Porterfield, Chair**

In Ms. Porterfield's absence, Mr. Farrelly introduced Mr. Mascaro as the Coalition's Program Manager. Mr. Mascaro explained he meets monthly with staff and reviews the Corrective Action Plan (CAP) report. He explained that the new tool from OEL now focuses on compliance and business practices and not quality. With this new tool, staff will have "findings" with eight (8) or more findings considered to be high-risk and the provider will require additional Technical Assistance (TA).

A brief discussion followed on minimum requirements, continuing to assign TA and staff providing additional coaching to centers not in compliance. Mr. Farrelly explained the Coalition is no longer able to cancel contracts with poor performing providers and the Provider Specialists see many of these centers on a regular basis.

- **Second Reading, VPK Contract Monitoring Procedure (Action Item #1516-27)**

Mr. Farrelly withdrew this item from the agenda.

- **Quality Committee Update – Ms. Mary Beth Wehnes, Chair**

A. Early Learning Florida - In Ms. Wehnes's absence, Mr. Mascaro reported a new initiative – Early Learning Florida – designed to help teachers improve children's learning and development, will be launched at the beginning of the new year and staff training is scheduled to be held in Tampa. Interested providers will be offered an 8-week course which can be taken online and the program will offer a stipend to participants.

A brief discussion followed on the importance on on-going training for early learning educators.

B. Update, Sunshine Stars – Mr. Mascaro explained the program began recruiting additional providers in September and currently fifteen (15) qualified providers have submitted applications in addition to the original ten (10) pilot providers. Of these ten (10) pilot providers, nine (9) will begin a Quality Improvement Plan (QIP) to increase their star ratings and one provider will publish their 4-star rating in November. Mr. Mascaro explained the QIP is expected to take 6-9 months to complete with some providers requiring less time and technical assistance.

Dr. Kanakis stated he would like to see as many providers as possible post their stars especially the 4-star providers. He would like to encourage these centers to publish their stars earlier so the Coalition has a viable program.

Mr. Farrelly stated that some providers may publish stars by the end of this year. Sunshine Stars is an evolving project. The ELC of Duval has had a QRIS program for 7-years and it is still evolving.

Discussion followed that included whether centers can post their stars while working on a QIP; explaining the program so that parents and the public are aware of what the star rating means; and encouraging reviews from parents.

Mr. Mascaro explained the stars will be locked in for a 2-year period but the Committee may want to re-visit that especially if the provider will be working on a QIP and still wishes to publish their stars.

- C. Update, Performance Pilot Funding Project** – Mr. Mascaro explained six (6) providers have applied to the state for this project, five (5) of them are in Pasco and one is in Hernando. Five (5) new providers will be undertaking the Tier I portion of the project with training beginning in December and the one returning Tier II provider will also begin online training.

VI. Executive Director Report – Mr. Jim Farrelly

A. Coalition Update

Mr. Farrelly explained Ms. Griffin has expressed interest in becoming involved with fund raising with Dr. Knobl's committee. He reported that this will be Ms. Ellis' last Board meeting as she stepped in to fill an unexpired term. He announced the Early Learning Conference will be held on Saturday, October 24th with about 750 teachers registered. Mr. Farrelly explained there is interest from the United Kingdom about making the conference an international event. He explained the upstairs suite is currently being renovated and Ms. Hardy is moving toward a target date of January 1, 2016 for the in-house payroll system.

Mr. Farrelly distributed copies of the Coalition's Annual Report for FY 2014-15.

B. Foundation Update

Mr. Farrelly reported the annual Cook Museum tour had nearly 300 attendees and generated \$10,500 for the Foundation. The Foundation's "Child of Promise" attended the Cook Museum tour and will also be attending the conference. Mr. Farrelly explained this program has been set up to financially support a family in the School Readiness program and "Hayden" has been chosen to be the Foundation's first poster child.

VII. Public Input

Mr. Guadagnino stated that Sesame Street is bringing in a new character – an autistic child.

VIII. Adjournment

Dr. Kanakis requested a motion to adjourn. Mr. Guadagnino so moved and Dr. Knobl seconded. This meeting of the Board of Directors of the Early Learning Coalition of Pasco and Hernando Counties, Inc. was adjourned without further discussion at 9:45 a.m.

Respectfully submitted by:
Ramute "Jak" Jakubauskas
Administrative Assistant I