



**BOARD OF DIRECTORS  
MEETING MINUTES  
January 26, 2012**

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

**Day/Date/Time:** Thursday, January 26, 2012 at 8:30 a.m.

**Location:** Early Learning Coalition of Pasco and Hernando Counties, Inc.  
15506 County Line Road, Suite 103  
Spring Hill, FL 34610

**Board of Director Members Present:** Lisa Hammond, Chair; Jo Ann Carman, Bonnie Clark, James Cook, Ann-Gayl Ellis, Dawn Harvey, Joe Mascaro, Patrick McHugh, David Meglay, Heidi Rand, Jean Rags

**Board of Director Members Excused:** Jayne Goldstein, Debi Martoccio, Pat Mulieri, Angela Porterfield, Teresa Suarez

**Board of Director Members via Phone:** None

**Board of Director Members Absent:** None

**Coalition Staff Present:** Kim Borrego, Pattie Eacobacci, Jim Farrelly, Jak Jakubauskas, Betsy Kier, Katie Nelson

**Guests Present:** Philip Scarpelli, DCF

**I. Welcome and Call to Order - Ms. Lisa Hammond, Chair**

Ms. Lisa Hammond, Chair, called the regularly scheduled meeting of the Early Learning Coalition of Pasco and Hernando Counties, Inc. Board of Directors to order at 8:33 a.m. Introductions were made.

**II. Action Items**

- **Adoption of Agenda**

Ms. Hammond requested a motion to adopt the agenda. Mr. Meglay so moved and Mr. McHugh seconded the motion. All were in favor with no abstentions and the motion carried. **(Action Item #1112-38)**

- **Approval of Minutes, November 17, 2011 Board Meeting**

Ms. Hammond requested a motion to approve the minutes from the November 17, 2011 Board Meeting as presented. Ms. Rags so moved and Mr. Meglay seconded the motion. All were in favor with no abstentions and the motion carried. **(Action Item #1112-39)**

- **Treasurer's Report – Mr. James Cook, Chair**

Mr. Cook explained the School Readiness spending rate through December 2011 was 48.24% with Administration spending at 3.26%; Non-Direct spending at 4.84%; Quality expenses at 10.06% and Direct Services at 81.84%.

Mr. Cook requested the Chair permit him to discuss matching funds later in his report. Mr. Cook continued with VPK and explained that VPK Administration expenses were at 4.67% which is above the maximum allowed of 4% and VPK Direct Services were at 95.54%. Mr. Cook reported that a surplus of \$123,000 in School Readiness is projected.

Mr. Cook moved to approve the Financial Statements through December 31, 2011 and Ms. Clark seconded the motion. All were in favor with no abstentions and the motion carried. **(Action Item #1112-40)**

Mr. Cook continued his report on matching funds. He explained the Coalition is required to raise 6% of the Working Poor grant funding which come from the federal government. In the past, larger coalitions have raised surplus funds which helped to meet the state's total match requirement for the federal funds. Each coalition is now being threatened with having funds deducted from their grant awards if their match is not raised.

Mr. Cook explained the Coalition does have a policy in place for match and each year sends out letters requesting support. This year over 1,800 letters were mailed. Additionally, staff will speak at Kiwanis meetings and Chamber breakfasts to bring awareness. Funds are also raised through donations received from Office Product Solutions and Green Fiber. A donation link has been established on the Coalition's website and giveback nights will be held at four (4) different restaurant locations annually. However, the Coalition has only raised approximately \$10,000 to date, but it should have raised \$163,000.

Mr. Cook recommended that an Ad Hoc Committee be appointed to make and change policy to improve the raising of matching funds. Ms. Hammond requested volunteers from the Board members present. She stated the Committee will generate ideas and come up with a strategy. Mr. Cook volunteered as did Ms. Ellis, Ms. Clark and Mr. McHugh.

### **III. Remarks from the Chair/Executive Committee Report – Ms. Lisa Hammond, Chair**

- **Executive Committee Update**

Ms. Hammond spoke briefly about the importance of members' involvement with the Coalition which is an exceptional organization due to Mr. Farrelly's leadership, the management team and its Board. She also spoke of the critical importance of committee work and the work performed at the committee level that enables the Board meetings to run smoothly. She thanked the members for their involvement.

Ms. Hammond stated the Executive Committee also discussed having a staggered contract year and requested Ms. Borrego explain the policy to the Board. Ms. Borrego explained that the staggered year policy would allow centers to submit their annual contracts between June 1 and June 30 and child care homes and school age programs between December 1 and December 31 thus having their yearly contracts come due at different times of the year. Currently, two (2) staff members review approximately 232 contracts annually between June 1 and June 31. The goal of this policy would be to split the contract year to better manage time for center assessments and to review the renewing contracts.

Ms. Hammond requested Ms. Borrego explain the proposed Open Enrollment Policy also discussed by the Executive Committee. Ms. Borrego stated that currently centers, child care homes and school age programs can request to become a School Readiness provider at any time of the year. Twenty-four (24) new providers were contracted by the Coalition last fiscal year. Each in-county provider must be assessed prior to awarding the contract. To streamline the work of the two (2) Provider Specialists, Ms. Borrego is proposing an Open Enrollment Policy. Ms. Borrego explained that Ms. Hammond has requested additional information be brought back to the Executive Committee for further review.

Ms. Hammond introduced Mr. Philip Scarpelli of DCF to the Board.

- **Approval, Attendance Monitoring Policy and Procedure**

Mr. Farrelly explained this is a new policy being put into place because providers are not properly maintaining their attendance records. The Coalition is adding this procedure to ensure providers do not fall behind and lose dollars due to inaccurate record keeping.

Ms. Rags inquired if there was anything in place currently. Mr. Farrelly replied not currently at the Board level. Ms. Rags inquired if the sign in/sign out sheets are being audited. Ms. Kier replied yes and staff is also matching VPK and School Readiness signatures. She explained that parent signatures are reviewed as they must sign in/sign out every day that their child is in care to prevent provider fraud. Ms. Kier stated Reimbursement staff will do the auditing after reimbursement for the month has been completed.

Mr. Meglay inquired if existing staff is adequate and Mr. Farrelly replied yes they are doing the auditing now, but it has not been formalized in Board policy. Ms. Hammond inquired if there would be any conflict between Reimbursement staff doing both the payments and the auditing. Ms. Kier replied no, as most Coalitions have the same procedure; she explained that Reimbursement staff are the best ones to interpret the documents as they are familiar with the rosters and can help to eliminate attendance fraud.

Ms. Hammond requested a motion to approve the Attendance Monitoring Policy and Procedure. Ms. Rags so moved and Mr. McHugh seconded the motion. All were in favor with no abstentions and the motion carried. (**Action Item #1112-41**)

#### **IV. Program Committee – Ms. Dawn Harvey on behalf of Ms. Jayne Goldstein, Chair**

- **Committee Update**

In Ms. Goldstein's absence due to the recent passing of her mother, Ms. Harvey reported the Committee met and reviewed the providers that were placed under a Corrective Action Plan. She explained that only five (5) providers were currently under the CAP. Ms. Harvey also explained that the Board's Provider Representatives have offered to mentor other providers and their email addresses have already been made available to providers through the Coalition's weekly email announcements. The Committee will also begin to track those providers who are not currently using a Coalition approved curriculum.

- **Update, Race to the Top**

Ms. Borrego explained that nine (9) states were awarded \$100 million to improve education for low income children. However, Florida does not have a quality rating system in place which may have accounted for no award of federal funds.

- **Approval, VPK Outreach & Awareness Budget**

Mr. Farrelly stated the budget for this year's VPK Outreach and Awareness is \$13,761. These funds will allow the Coalition to advertise the VPK program to parents of 4-year olds. A brief discussion followed on open enrollment regardless of income; the state reviewing the VPK program and increasing the standards which has caused an increase in Low Performing Providers (LPPs). Mr. Farrelly explained that the Coalition's LPPs have tentatively increased from 11 to 55 this year due to the new standards. LPPs will now begin to be referred to as POPs (Providers on Probation).

Mr. Farrelly explained the \$13,761 will be spent on a postcard direct mail piece to 16,000 households and an insert will also be included in the *Tampa Bay Times* on two different Sunday's. He explained the Program Committee also agreed to commit to five (5) billboards for a three (3) month period.

Ms. Hammond requested a motion to approve the VPK Outreach and Awareness Budget in the amount of \$13,761. Ms. Rags so moved and Mr. McHugh seconded the motion. All were in favor with no abstentions and the motion carried. (**Action Item #1112-42**)

#### **V. Finance and Audit Committee – Mr. James Cook, Chair**

- **Committee Update**

Mr. Cook stated the Finance/Audit Committee reviewed the financials and the budget at their January meeting.

- **Beyond the Numbers**

Mr. Cook explained he has requested administrative costs for other Coalitions from the state, but has yet to receive the information. This month his Beyond the Numbers will be on Coalition staff. He congratulated staff on the work they do on behalf of the Coalition and reviewed staff's employment background, education and hobbies for the Board.

## **VI. Utilization Reports – Ms. Betsy Kier, Assistant Executive Director**

Ms. Kier reported that School Readiness enrollment was up in December by 136 children, 108 in Pasco and 28 in Hernando. With the projected surplus of \$123,000, the Executive Committee has approved opening fifty (50) slots which she anticipates will be filled within the next two (2) weeks.

Ms. Rags inquired how many children were on the waitlist. Ms. Kier reported there were over 500 children. Mr. Mascaro informed the Board that Career Central has been experiencing high employment placements in \$8-\$10/hour positions over this time last year. Ms. Rags inquired if waitlist data could be pulled from years ago for comparison.

Mr. Farrelly reported that over 100,000 children statewide are on a waiting list for services. Ms. Hammond stated that the number of children served by this Coalition has increased since 2005 and the administrative cost has been reduced to a current 3.26%.

Mr. Scarpelli stated that having a 3.26% administrative cost in any other industry is not sustainable. He recommended having talking points to share at upcoming state-wide meetings and with local politicians.

Mr. Farrelly stated this is the only Coalition that is currently performing three (3) month redeterminations and it is affecting the educational continuity of children because a quarter of the children enrolled are being lost every three (3) months.

Ms. Hammond stated the reason the Board originally decided on the three (3) month redetermination was to prevent potentially denying a qualified parent needed child care. Mr. Cook stated he believes the redetermination policy should be reviewed.

Ms. Kier continued the Utilization Report with VPK and stated overall enrollment is higher this year with 224 more children in Pasco and 82 more in Hernando. She explained that December's numbers do appear lower because they reflect the number of children that centers have actually been paid for. Many centers and programs were closed for the December holidays and the Coalition did not receive the attendance rosters from those centers. The number of children served will show an increase in January.

Ms. Hammond inquired what the impact would be if the Coalition lost half of the providers who are currently considered LPPs. Ms. Kier stated there would still be slots available as many VPK classrooms have not yet been filled for FY 2012-13. However, if all 55 providers decided against providing VPK, Coalition staff may have to be utilized in an attempt to recruit new VPK providers.

**VII. Quality Committee – Mr. Joe Mascaro, Chair**

- **Committee Update**

Mr. Mascaro stated the Committee had met and reviewed incentive applications totaling \$37,000. He explained the Committee had also discussed one of the Vision Reports.

**VIII. Executive Director Report – Mr. Jim Farrelly, Executive Director**

- **Coalition Update**

Mr. Farrelly welcomed Mr. Scarpelli. He stated that he recently had an opportunity to tour the new Hernando County Health Department facility and that the Coalition had recently been visited by Dr. Mel Jurado of Florida's Office of Early Learning. He reported that both he and Ms. Hammond would be in Tallahassee next week for an ELAC meeting.

Mr. Farrelly reminded the Board that the Storybook Forest event will take place on Saturday, February 4, 2012 and distributed flyers on the event. Ms. Nelson will also be in Tallahassee next week to assist in the Hanging of the Hands event in the Capital's Rotunda. He also informed the Board that the Coalition was in the running for WEDU's Best Non-Profit in Tampa Bay award which is scheduled for February 9, 2012.

He stated he will keep the Board up to date on any legislation or bills that affect early learning. Additionally, the 2011 audit is nearly finalized and may require a special meeting to present it to the full Board. Mr. Farrelly explained that Precision Kia has nominated the Coalition as part of its "pay it forward" campaign and the winner will receive \$1,000 based on the total number of on-line votes received. Also, the April edition of the *Non-Profit Times* will list the Coalition as one of the fifty (50) best places to work in America based on the results from a 72-question questionnaire each staff member completed.

- **Foundation Update**

Mr. Farrelly reported the Foundation is very active and its board continues to meet monthly. The Foundation will be hosting a "Silly & Fun 5k Run" on March 31, 2012 and requested all Coalition Board members attend. He stated the February Provider meetings will be sponsored by the Foundation and volunteers will speak to the providers.

He explained the Foundation has a new fund raising endeavor, the "Slumber Safely Crib Project." Effective December of 2012, every crib must have new safety standards. A letter will be sent to local businesses to sponsor a crib. The funds raised will be shared with providers as incentive dollars to purchase cribs.

**IX. New/Unfinished Business**

Ms. Rand stated she has learned that changes contained in House Bill 411 may significantly affect the Coalition and will go to a vote on January 27, 2012. She explained one of the changes would be to remove the Coalition's ability to monitor for quality, only minimum safety regulations would be considered. Additionally, no more than 6% of the budget could be expended for quality. The bill would allow the Executive Director be removed by the governor for cause. And, the bill seeks to create a sliding fee scale for parents that will be determined by the state and not by coalitions. The Board was informed that this bill has yet no Senate companion bill.

**X. Public Input**

None.

**XI. Adjournment**

Ms. Hammond requested a motion to adjourn. Ms. Rags so moved and Mr. Meglay seconded the motion. This meeting of the Board of Directors of the Early Learning Coalition of Pasco and Hernando Counties, Inc. was adjourned without further discussion at 9:55 a.m.

Respectfully submitted by:

Ramute "Jak" Jakubauskas  
Administrative Assistant



## VPK OUTREACH AND AWARENESS

FY2012-2013

**BUDGET: \$13,761.00**

### **ADVERTISING RATES**

<b>St. Petersburg Times/Tampa Bay Direct</b>				
Inserts printed in Hernando/Pasco	8.5"x11" Postcard	95,000 Circulation	\$40.00 per 1,000	\$3,800.00
Direct Mail to 15,981 households with children up to 5 years of age	6"x9" Regular Postcard	15,891 Circulation	\$2.64 per house	\$6,024.84
<b>CBS Outdoor Advertising</b>				
Billboards in Hernando/Pasco	5 Billboard package minimum	Billboard starts at one location. If it is sold at a higher rate, then it is relocated in the same area and market at no extra cost to Coalition.	\$350.00 per month per billboard **\$1750.00 per month x commitment of 3 months	\$5,250.00