



AD HOC COMMITTEE MEETING MINUTES
Tuesday, February 21, 2012 at 9 a.m.
15506 County Line Road
Spring Hill, FL 34610

Board Members Present: Jim Cook, Bonnie Clark, Ann-Gayl Ellis, Patrick McHugh

Committee Members Present via Phone: None

Committee Members Excused: None

Staff Present: Jim Farrelly, Jak Jakubauskas, Betsy Kier, Katie Nelson

Guests Present: None

I. Call to Order

- **Welcome, Background and Committee Charge**

Mr. Farrelly called the Ad Hoc Committee meeting to order at 9 a.m. and thanked the members for their interest on the issue of the Coalition's match requirement. He explained that because federal dollars are involved in the grant award, Florida must provide a 6% match for BG8 funds.

Ms. Kier explained that BG8 refers to "income eligible" or "working poor" clients. These are the children on the waiting list and the more BG8 children that are served; the more match funds have to be raised.

Mr. Farrelly explained that this year the Coalition has to raise \$315,678 (\$83,251 for Hernando and \$232,427 for Pasco – the number will fluctuate based on the number of children served) for the income eligible families we serve. The Coalition has only been able to raise funds in small increments in both Pasco and Hernando Counties. In the past, the Coalition received funds from both Pasco County and Hernando County governments, but these funds are no longer available. He explained that this Coalition has never met its match requirement, but in the past, the state pooled all the match dollars raised to meet the state requirement of 6% to the federal government. However, in the future, if the match is not met, our state contract provides that the unmet funds may be deducted from the upcoming annual grant award for each Coalition.

Mr. Farrelly explained this Committee is charged with reviewing the Match Policy and generating ideas to develop a plan to raise funds.

Ms. Ellis inquired if in-kind funds could be applied to match and was told yes to a degree, but the Coalition currently does not receive in-kind dollars. Ms. Kier explained that the match funds raised must then be spent on additional slots for children.

II. Committee Leadership

Mr. Farrelly explained he has spoken with Mr. McHugh who has volunteered to chair the Ad Hoc Committee. Committee members agree to accept Mr. McHugh as Chair.

Mr. McHugh stated that despite the fact that Pasco and Hernando are small counties and both are economically distressed, he is not overwhelmed with having to raise \$340,000. He suggested investigating some of the following: corporate campaigns, foundations, individual campaigns, special events, a beer tasting at Duke's, an event at his restaurant, applying for United Way funds, federal campaigns, in-kind contributions for food and beverage donations.

Additionally, Mr. McHugh explained that a large number of companies do not register with local chambers so they do not appear on lists.

III. Review, Match Policy

Ms. Kier stated the Coalition created a Match Policy to be compliant with the state's grant award. She explained that small donations are generated from the annual mailing of a solicitation letter to chamber members. Additionally, as part of the Match Policy, Coalition staff does speak to various groups such as Rotarians, office supply purchases are made from a company that donates a portion of the sales back to the Coalition, paper recycling is in place and a donation link was created on the Coalition's website. Give back nights at local restaurants are planned and the Coalition participates in a number of community events that help to raise awareness.

IV. Fund Raising Efforts to Date

To date, the Coalition has raised \$9,700 toward match in 2011-12. Ms. Kier stated that raising in-kind dollars is an option; however, the in-kind donation must meet state requirements. She explained the in-kind dollars must be approved by OEL and their definition of in-kind is something the Coalition would otherwise purchase with the exception of food items, which are not allowable. There are also guidelines in place for what staff can do. However, staff volunteer hours can be used as in-kind. Ms. Kier explained that staff volunteered at the recent Storybook Forest event and those volunteer hours will be compiled and sent to the state.

Mr. Farrelly explained the Coalition has been in the press frequently due to Ms. Nelson's efforts and he believes that with the upcoming release of the Coalition being named one of the fifty (50) best companies to work for in America, it will generate additional positive feedback.

V. Open Discussion, New Ideas – Committee Leadership

Ms. Ellis suggested setting appointments to visit with CPAs and attorneys to share information about the Coalition being a charitable organization for potential donations from clients who wish to have tax-write offs or to set up an estate bequest, but do not have a charity in mind. A packet of information could be put together to leave in the office.

Mr. McHugh suggested developing a speaker's bureau and Ms. Clark suggested utilizing the testimonial of a child or teachers in the program. She stated that seeing someone who has benefitted from the program would have more of an impact on prospective donors. Ms. Clark also suggested starting a donor database utilizing a software program such as Raiser's Edge to track donors and contacts.

Ms. Clark also explained that local builders of child care centers could be approached as some bids require the company be rated on how they give back to the community. The Committee members briefly discussed local individuals and companies who may be potential donors.

Mr. Farrelly stated that Coalition staff has very tight workloads with many staff members doing double workloads. He indicated that the Committee could consider a Development Director, either a contractor or hiring an additional staff person. Ms. Clark stated the position could be grant funded, but once the \$340,000 was raised, the funding for this position would cease. Mr. McHugh stated he would have no issue with adding staff and once the funds were raised a decision would then have to be made whether to terminate this position or add it to the administrative budget.

Mr. McHugh stated the Board has to be engaged on fund raising and speaking about the Coalition. He also suggested the Coalition request to be placed on an upcoming agenda for Leadership Pasco and Leadership Hernando groups as their classes do a project with a non-profit each year. Additionally, any financial planners on the Coalition's Board could provide direction and perhaps share their client list and any organizational ties they have to the corporate community.

The Committee briefly discussed various community members who may be of assistance as well as the Pasco Economic Development Council.

Ms. Clark inquired if there were any statistics on how children in the School Readiness program perform in school. Ms. Kier stated statistics are currently captured on VPK clients, but she will determine most recent statistics/success rates.

Ms. Ellis volunteered to work on a list of CPAs, financial planners and insurance brokers and will draft a letter of introduction. Ms. Clark suggested creating a "to do list" and adding names to a database. Ms. Jakubauskas informed the Committee that the Black Baud Raiser's Edge program is very expensive, but SAGE, which the Coalition already has, also has a development component as part of their software. Additionally, the

Coalition has the “Book of Lists” from the *Tampa Bay Business Journal* that could be utilized to research various companies in the area.

VI. Public Input

None.

VII. Schedule Next Meeting Date

The Committee agreed their next meeting date would be Tuesday, April 17, 2012 at 9:00 a.m.

VIII. Adjournment

The Ad Hoc Committee the meeting was adjourned at 9:55 a.m. without further discussion.

Respectfully submitted,

Ramute “Jak” Jakubauskas
Administrative Assistant