



AD HOC/MATCH COMMITTEE MEETING MINUTES

Monday, March 25, 2013, 4:45 p.m.

15506 County Line Road

Spring Hill, FL 34610

Board Members Present: Patrick McHugh, Chair; Bonnie Clark, Jim Cook

Committee Members Present via Phone: Ann-Gayl Ellis

Committee Members Excused: Gus Guadagnino

Staff Present: Danielle Berche, Jim Farrelly, Jak Jakubauskas, Katie Nelson

Guests Present: Edna Lennox

I. Welcome and Call to Order

Mr. McHugh called this meeting of the Ad Hoc/Match Committee to order at 4:47 p.m.

II. Review/Approval, Draft Minutes of February 18, 2013 Meeting

Mr. McHugh requested a motion to accept the minutes of the February 18, 2013 meeting as presented. Ms. Clark so moved and Mr. Cook seconded the motion. All were in favor with no abstentions and the motion carried.

III. Discussion, Election of Committee Chair

Mr. Farrelly informed the Committee that a decision will be made at the April meeting and that Mr. McHugh is eligible for a second term.

IV. Discuss, Plan of Action – March/April Events

Mr. Farrelly explained that two (2) providers hosted events in March. On March 16th, Longleaf Learning Center of New Port Richey hosted a spring festival and on Saturday, March 23rd, Little Sunshine hosted their second annual Spring Festival. No information on financial results has been received as of yet.

Mr. Farrelly informed the Committee that the Applebee's give back night generated a total of \$69.57 from five (5) locations. He has directed staff to approach local restaurants such as Papa Joe's in Brooksville to negotiate a give back night.

Mr. McHugh inquired about the UPS Golf Tournament and Mr. Farrelly brought the Committee up to date on his discussions with UPS. UPS had committed to donate approximately \$4,200 to the Coalition in return for supplying volunteers for the UPS Golf Tournament and a Poker Tournament. Instead of coming to the Coalition, these funds

were sent to United Way of Hernando County who recently advised Mr. Farrelly that a donation of \$2,600 will be forthcoming in two payments, the last to be by July of 2014. Because of this administrative charge imposed by the United Way, Mr. Farrelly contacted UPS Corporate in Atlanta who had their Florida Human Resource Manager contact Mr. Farrelly and commit to making up the difference that was promised by UPS Brooksville.

Mr. Farrelly stated the Coalition will not volunteer for any future UPS events.

Mr. Farrelly suggested that Mr. McHugh reach out to the Board at the March meeting to sign up for events such as the Spelling Bee that Ms. Clark and Ms. Ellis have agreed to chair.

V. Discussion/Approval, Agreement for rental of SNPJ Suncoast Lodge for PHELC Adult Spelling Bee Event

Ms. Clark explained that Ms. Ellis and Mr. Guadagnino had toured the Slovene Lodge. Ms. Ellis reported they found it to be a good sized facility with a kitchen area, refrigerator for storage and outdoor area with seating and plenty of parking. A stage and sound system are also available. The rental fee is \$100 and a nominal fee of \$25 would include cleaning the venue after the event.

Ms. Clark stated that Mr. Royce Decker has agreed to emcee the event and that she will meet with Ms. Ellis in April to begin sponsorship and spelling team recruitment. Ms. Clark requested a list of Coalition vendors from Mr. Farrelly to solicit for the event. Sponsorship levels being discussed are \$1,000 which would include a team, \$500 which would include two (2) players and \$250. Ms. Clark suggested naming the event "Are You Smarter than a Preschooler?" The event is scheduled for August 1, 2013.

The Committee agreed to begin advertising the event and discussed contacting radio station 106.3.

Ms. Clark moved to approve the rental agreement of SNPJ Suncoast Lodge for a total of \$125. Mr. Cook seconded the motion. All were in favor with no abstentions and the motion carried.

VI. Discussion, Website Advertising

Mr. Farrelly explained he has discussed the possibility of running commercial ads on the Coalition's website with the Coalition's attorney as well as sole source providers. He explained the Coalition has two (2) providers of child care materials and items are purchased from each vendor every year. In return for being the sole source provider, the vendor will be able to advertise on the Coalition's vans, provide materials to stock the vans and offer Coalition providers a discount.

Selling advertising space on the Coalition website was discussed and the attorney stated he does not see why it cannot be done.

VII. Discussion, Crowdfunding – Online Fundraising – Ms. Katie Nelson

Ms. Nelson explained the Coalition could post a cause on Crowdfunding (www.crowdfunding.com) and stated that the ELC of Sarasota has recently done so. She explained that people would have to be directed to the website and the cause through posts on individual Facebook accounts or other media. There are no fees for posting a cause in order to receive donations, but there is a 4.25% service fee for withdrawing the funds.

Additionally, after the first \$100 is raised the name, the cause appears on the website's main page. Ms. Nelson explained there are no limits to the causes that can be posted and a compelling story could be posted each month.

Mr. Cook inquired about the service fee and Ms. Berche explained the fee would be expensed as a bank fee or a PayPal charge.

Mr. McHugh requested a motion to approve fundraising on Crowdfunding. Ms. Clark so moved and Mr. Cook seconded the motion. All were in favor with no abstentions and the motion carried.

Ms. Nelson will add Crowdfunding to the Plan of Action report.

VIII. Discussion, Sole Source Providers

This topic was discussed under Item #VI along with Website Advertising.

IX. Public Input

None.

X. Schedule Next Meeting Date – Monday, April 15, 2013

The next Ad Hoc/Match Committee meeting is scheduled for Monday, April 15, 2013 at 4:45 p.m.

XI. Adjournment

Mr. McHugh requested a motion to adjourn. Ms. Clark so moved and this meeting of the Ad Hoc/Match Committee was adjourned at 5:20 p.m. without further discussion.

Respectfully submitted,

Ramute "Jak" Jakubauskas
Administrative Assistant