



AD HOC MARKETING COMMITTEE MEETING
Thursday, April 2, 2015, 9:30 a.m.
15506 County Line Road, Suite 103
Spring Hill, FL 34610

Committee Members Present: Pat McHugh, Beth Narverud

Committee Members Excused: Deacon Scott Conway, Jean Rags

Coalition Staff Present: Jim Farrelly, Jak Jakubauskas, Sherri Sabadishin

Others Present: None

I. Welcome and Introductions – Mr. Jim Farrelly

Mr. Farrelly called the meeting to order at 10:03 am and explained the first order of business is to select a chair.

II. Selection of Chair – Mr. Jim Farrelly

Mr. Farrelly requested nominations from the floor. Mr. McHugh nominated Deacon Conway and Ms. Narverud seconded; as there were no other nominations from the floor, Deacon Conway was selected to Chair this Ad Hoc Marketing Committee.

III. Charge to Committee (Chair) and Encouragement of Membership

Mr. Farrelly explained several ideas for Marketing were suggested during the recent Strategic Planning meeting:

- Corporate Sponsorship
- Marketing/Community Outreach
- Staff marketing person
- More collaboration with organizations that fundraise such as Kiwanis and Rotary groups
- Promotional Materials
- Board members visiting providers
- Creation of Speaker's Bureau

IV. Approval, Communications Specialist as Staff Liaison

Mr. Farrelly explained that Ms. Sabadishin will be changing positions and will soon become a Provider Specialist. A new Communications Specialist, Ms. Laura Isaacs, has been hired and her background is marketing. Mr. McHugh suggested providing Ms. Isaacs with some training through the Poynter Institute.

V. Review, Existing Coalition Materials, Description of Coalition/Foundation

Mr. Farrelly distributed the Coalition’s current press packet for review and explained numbers related to services are updated and included in the packets on a regular basis for the Coalition’s two (2) programs – VPK and School Readiness.

VI. Creation, 3-Minute Bus Presentation (Talking Points) for Storybook Forest

Mr. Farrelly stated this opportunity to speak to a captive audience about the Coalition is a wonderful idea; however, he believes there will be issues with finding volunteers. Ms. Narverud stated she had recruited Ms. Tammy Brinker to volunteer at the event.

Mr. Farrelly briefly reviewed the Board’s makeup on mandated members and those from the business community. He explained that unless six (6) highly knowledgeable Board volunteers can do the presentation and answer any questions from parents, he advises against having speakers on the buses.

Mr. McHugh stated this should be the first item on the “to do list” – total Board engagement. Until this is accomplished, at least six (6), but preferably 8-10 members need to be found from among the current members who can be counted on to participate. Discussion followed on the amount of volunteer time staff devotes to this and other Coalition events and the lack of commitment from Board, Foundation members and friends of the Coalition.

Ms. Narverud suggested only having a few talking points on the bus, but then directing attendees to an information table where their questions could be better answered by staff. Mr. Farrelly explained that as the attendees leave the buses and approach registration, each child will be given a bag and an information card, such as the Coalition’s current “elevator card” can be placed in the bag for parents.

The Committee discussed increasing the size of the card from business card size to 5 x 7 and calling it the “Free Photo Pass”. Parents would be told to hold onto the card as they must present it to have their child’s photo taken with the different Storybook characters. The Committee discussed adding the Coalition’s new mission statement as presented at the Strategic Planning meeting, the website, and a contact phone number on one side and key action items on the back of the card.

Suggested as key action items: Did you know...

- Future prison needs are determined by 3rd grade reading test scores.
- Early education experiences help prepare your child for future school success.
- The Early Learning Coalition of Pasco and Hernando Counties, Inc. can direct you to quality early education providers.

VII. Selection, Bus Presenters

No bus presenters were chosen.

VIII. Other Business

Mr. Farrelly suggested reviewing the other issues and topics raised at Strategic Planning at another meeting.

IX. Public Input

None.

X. Selection, next Ad Hoc Marketing Committee Meeting Date

Tuesday, April 28, 2015 at 10 am was chosen as the next meeting date.

XI. Adjournment

This meeting was adjourned at 10:55 am without further discussion.

Respectfully submitted by,

Ramute “Jak” Jakubauskas
Administrative Assistant