



AD HOC COMMITTEE MEETING MINUTES
Monday, July 16, 2012, 4:45 p.m.
15506 County Line Road
Spring Hill, FL 34610

Board Members Present: Patrick McHugh, Chair; Bonnie Clark, Jim Cook, Ann-Gayl Ellis, Gus Guadagnino, Mike Ramos

Committee Members Present via Phone: None

Committee Members Excused: None

Staff Present: Danielle Berche, Jim Farrelly, Jak Jakubauskas, Betsy Kier

Guests Present: None

I. Welcome and Call to Order

Mr. McHugh called this meeting of the Ad Hoc Committee to order at 4:45 p.m.

II. Review/Approval, Draft Minutes of June 12, 2012 Meeting

Mr. McHugh requested a motion to accept the minutes of the June 12, 2012 meeting. Mr. Guadagnino so moved and Mr. Cook seconded the motion. All were in favor with no abstentions and the motion carried.

III. Discussion of Fund Raising Concepts, Ideas and Planning

Mr. McHugh informed the Committee that he has been in communication with Board Chair, Ms. Lisa Hammond about fund raising and encouraging Board members to develop a specific “ask”. He explained the easiest way would be to develop a solicitation letter to send to family, friends and colleagues.

Mr. McHugh requested the Committee choose a day to have a wine tasting event in November. The Committee agreed that a Tuesday would be the best day. Mr. McHugh will be in contact with his suppliers to discuss what types of finger foods will be served. Ticket prices are estimated to be at \$25 per person with \$3 going to the winery. Mr. McHugh is hopeful that at least 100 attendees will participate.

Mr. Farrelly suggested the Board could help by selling tickets and he also recommends having a silent auction. Mr. McHugh stated the winery also recommended a silent auction.

A discussion followed on how knowledgeable people are about Early Learning and Mr. McHugh suggested having an editorial board meeting with representatives of the *Tampa Bay Times* to further promote Early Learning.

IV. Review, Talking Points

No report was given.

V. Review, List of Financial Planners

Ms. Ellis explained that this list was compiled with information obtained from several sources including the internet and was created to be used with a solicitation letter. She inquired if a database of retired educators is available.

A discussion followed on how to involve retired teachers and/or individuals who have a core interest in education. Mr. Guadagnino suggested having a seminar at the local college to invite participants for coffee and conversation. He stated he is aware of five (5) Kiwanis groups in Hernando County and they are all involved with children.

Mr. Farrelly stated there is a need for a marketing plan that would consider more than retired teachers. He suggested having Ms. Katie Nelson lead an exercise, with Ms. Ellis, to develop a marketing plan that would include pulling all the fund raising ideas together while also developing a timeline.

Mr. McHugh explained his editorial board concept and Mr. Farrelly suggested also involving the ELC of Hillsborough and Pinellas in this type of meeting.

Mr. Guadagnino inquired if it would be possible to obtain 100% financial participation from the Board. Mr. Farrelly explained that some are mandated members and not from the private sector. Ms. Clark explained that a donation as small as \$1 from Board members would allow the Coalition to state that 100% of the Board is financially supportive.

Mr. Farrelly explained the difference between the Coalition and the Coalition's Foundation for members and that the Foundation's goal is to raise awareness of the importance of Early Learning.

Further discussion continued on additional fund raising ideas that included having an event at the 4G Ranch, 5k runs, bike rides, and approaching a high profile educator to chair the Coalition's first signature event. Discussion also included lack of funding from county budgets and local United Ways.

VI. Public Input

None.

VII. Schedule Next Meeting Date – Monday, August 20, 2012

The next meeting of the Ad Hoc Committee has been scheduled for Monday, August 20, 2012 at 4:45 p.m.

VIII. Adjournment

Mr. McHugh adjourned the Ad Hoc Committee meeting at 5:25 p.m. without further discussion.

Respectfully submitted,

Ramute “Jak” Jakubauskas
Administrative Assistant