



AD HOC/MATCH COMMITTEE MEETING MINUTES
Monday, September 17, 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

Committee Members Present via Phone: None

Committee Members Excused: Gus Guadagnino

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

Guests Present: None

I. Welcome and Call to Order

Mr. McHugh called this meeting of the Ad Hoc/Match Committee to order at 4:43 p.m.

II. Review/Approval, Draft Minutes of August 20, 2012 Meeting

Mr. McHugh requested a motion to accept the minutes of the August 20, 2012 meeting as presented. Mr. Cook so moved and Ms. Ellis seconded the motion. All were in favor with no abstentions and the motion carried.

III. Discussion, November Wine Tasting Fund Raiser

Mr. McHugh stated it is time for a follow up email that would contain the ticket price and the hours of the event along with a map. Mr. McHugh suggested a ticket price of \$25 per person and explained that he will put together a light menu. He stated that raffle or silent auction prizes will need to be obtained.

The Committee agreed that the wine tasting should occur between 6:30 – 8:30 p.m. Mr. McHugh will also contact a local musician who plays guitar and sings to provide some background music.

Mr. Farrelly inquired if there will be advance ticket sales or if they will be sold at the door the night of the event. He stated that Ms. McKnight has an email list and Ms. Nelson will send the final copy to Ms. McKnight requesting her to email the invitation to her contacts.

Mr. Farrelly and Ms. Nelson discussed accepting on-line ticket sales via the Coalition's website. The Children's Forum will be asked to set-up the event with the Foundation

reimbursing the cost to the Coalition. Ms. Ellis suggested sending a mass email to the list of attorneys and CPAs that was created.

Mr. Farrelly stated the “Save the Date” flyer will be updated with the ticket price and time and will be emailed to the Coalition’s distribution list. It will also be forwarded to the Board members with a request to forward the flyer to their own distribution lists. Ms. Clark suggested that if the invitation is personalized to certain individuals it may have more of an impact.

Staff will have flyers available along with “tickets” for the wine tasting during the September 23rd fund raiser.

IV. Fund Raising Restrictions – Ms. Betsy Kier

Ms. Kier stated that during last month’s meeting, there was a discussion about blending Coalition and Foundation events and explained this would not be possible. Coalition staff members are not permitted to volunteer to fund raise unless it is after business hours. Staff members who “work” Foundation events may be reimbursed for their time with unrestricted funds, of which there are none in the budget.

Ms. Kier explained that staff time that is spent on Match fund raising would be considered as a reimbursable expense, but it may also increase the Coalition’s administrative budget expense. Even though it is an allowable expense, it may not be feasible.

Ms. Kier explained that grant writing is also not an allowable expense and would have to be charged to unrestricted funds. Mr. Farrelly inquired that if the grant allows staff to raise match dollars, could the Coalition hire a Director of Development with those grant dollars to raise match. Ms. Kier stated that a portion of the salary may be reimbursable, but there would be red tape involved as far as the types of grants that are applied for. If the grants have restrictions on how to use the funds, those grants cannot be applied towards match. The grants would have to be tracked very closely based on OEL guidelines and would be heavily scrutinized.

Discussion followed on hiring a grant writer on a commission basis, but if the grant dollars could not be applied to Match then the Coalition would have to pay the commission from unrestricted funds.

V. Plan of Action

- **Marketing Strategy**

Mr. McHugh recommends putting a calendar together of who, what, how, etc. and stated that a marketing plan is needed that provides the Coalition with “name recognition.” Ms.

Clark suggested that a picture, similar to the Coalition's current VPK billboard, be utilized for name recognition.

Mr. Farrelly explained that the Coalition has elevator cards and a new brochure describing the work of the Coalition. Mr. McHugh recommends a media blast through radio interviews and speaking with editorial boards. Ms. Nelson stated that the Coalition is in the media a great deal.

A discussion followed on how to get in front of a newspaper's editorial board. Mr. Farrelly inquired if having representatives from this Coalition as well as the Pinellas and Hillsborough Coalitions get together to discuss the more than 10,000 children on our combined wait lists have more of an impact on the editorial board. Mr. McHugh explained that one of the editors would write an article and the attending reporter would also write an article.

Mr. Farrelly stated that having a speaker's bureau to present to various Kiwanis, Rotary and Elk groups would be beneficial. Mr. McHugh stated he would be willing to be a speaker.

- **Signature Event**

Mr. Farrelly explained this is an event that can be repeated each year and it would continue to grow. He has recently made a connection with Mr. Nick Sessa who owns the Show Palace, the Palace Grand and a newly opened skating rink and is willing to assist the Coalition. Mr. Farrelly envisions an event in May which is Provider Appreciation Month; perhaps a large gala or dress ball that would still be a fund raiser and provide publicity for the Coalition. Ms. Clark stated the event would need a "catchy name." Mr. McHugh suggested a "Crystal Apple" event with a crystal "apple" award for "teacher or provider of the year" similar to a previous event he has attended.

Discussion followed on having a simple dinner for providers to opening the event to the community especially as there is a large population of retired teachers in the area. Ms. Ellis inquired if people would attend the event to celebrate local providers or teachers if they are not affiliated with them.

Mr. Farrelly stated that Coalition staff does not have the time to create an event of this type and that a community committee would ideally be formed to organize such an undertaking.

- **Supportive Events**

Ms. Clark explained that an advisory board at Eckerd Academy had hosted a spelling bee that generated approximately \$4,100, but the board was dissolved and will not host the event again. Ms. Clark stated she has the contacts for the teams that participated and the Coalition could easily host this event. Ms. Ellis stated this would be a good event to tie into early learning.

Mr. Farrelly was aware that Childcare of SE Florida recently held an event with celebrity waiters and Ms. Clark stated she had recently attended a similar event for CARES where the waiters were “tipped” as part of the fund raiser.

Mr. Farrelly stated that he and Ms. Nelson will put together a preliminary report for the Board and put it into a calendar event format.

VI. Public Input

None.

VII. Schedule Next Meeting Date – Monday, October 15, 2012

The next meeting of the Ad Hoc/Match Committee has been scheduled for Monday, October 15, 2012 at 4:45 p.m.

VIII. Adjournment

Mr. McHugh adjourned this Ad Hoc/Match meeting at 5:45 p.m. without further discussion.

Respectfully submitted,

Ramute “Jak” Jakubauskas
Administrative Assistant