



**Outreach and Awareness
AD-HOC Committee Meeting Minutes
April 4, 2007 at 11:00 a.m.
15506 County Line Road, Suite 104
Spring Hill, FL 34610**

Coalition Members Present: Jim Cook, Denise Gill, Irvin Homer, Toni Watkins, Patricia Wisman

Coalition Members Excused: Elaine Wooten

Staff Present: Jo-Ann Kay Fuller, Debbie Antioco

Others Present: None

Jo-Ann Kay Fuller called the meeting to order at 11:05 a.m. All members introduced themselves.

The following information was discussed and reviewed during this meeting:

Outreach and Awareness Available Funding

Jo-Ann Kay Fuller and Debbie Antioco presented the Voluntary Pre-Kindergarten Outreach and Awareness budget reflecting year-to-date, actual, and projected expenditures as of April 3, 2007. Jo-Ann explained that there is an ongoing contract for benches advertising the VPK program in Pasco County and additionally, an ongoing contract for the Hernando Bus advertising the VPK program in Hernando County. The bus route chosen is throughout the low income areas in Hernando County verses just the Spring Hill area. Jo-Ann further explained that CDS surveys parents during the enrollment process to get a feel for where they're hearing the VPK information and the majority of the parents have stated they heard it from their providers. Discussion followed regarding efforts made in the past which included the 9,000 postcard mailing/distribution, radio and television advertisements. The Committee suggested that staff continue reaching community organizations, such as a local Wal-Mart, to post our free VPK advertising materials.

The Committee also suggested scheduling a day to set-up several centralized locations in the Dade City (Catholic Charities) and Zephyrhills area for VPK registration. Jo-Ann explained that currently there is a registration scheduled at Catholic Charities East, and two in Pasco's office on the west side and one in the northern region.

Voluntary Pre-Kindergarten Newspaper Advertisements

Jo-Ann mentioned that the Coalition received quotes to run an ad in the newspaper advertising the VPK program. Jo-Ann reviewed the different costs for advertisements ranging in sizes from a ¼ page to a full page. The Committee asked that Coalition staff

contact local newspapers to see if such advertisements can be free and possibly published in the “Briefly” section per week.

Jo-Ann stated that she created a poster for licensing several years ago with a post-it tear off on the bottom. She explained that this poster might be another possibility to advertise the free VPK program. The Committee reached a consensus that approximately \$3,000 be utilized to create this tear off poster in both English and Spanish. The Committee suggested staff create a list reflecting community businesses for the Board to review and participate in the distribution of these posters. This list is to be presented at the next Board Meeting.

Voluntary Pre-Kindergarten Yard Signs

Jo-Ann presented a VPK yard sign advertisement that was recommended by the Board at an earlier Board Meeting. She explained that there is an ordinance for these yard signs in both Pasco and Hernando County. The Committee reviewed the costs for these signs and voiced their concerns regarding liability issues.

Jo-Ann explained that advertising efforts will continue within local laundromats and grocery stores. Another suggestion Jo-Ann mentioned was contacting McDonald’s and trying to place an ad on their restaurant’s place mat. The Committee suggested contacting McDonald’s corporate office to discuss the cost for this type of advertising for next Fiscal Year.

Additional Discussion

Jo-Ann stated that she has left a message with Leila Mizer, Principal at Rodney B. Cox Elementary, regarding a spaghetti dinner that was discussed at the last Board Meeting.

Jo-Ann also stated that Pasco County had their first annual Week of the Young Child event and approximately 200 people were in attendance. Coalition staff distributed VPK information and performed some activities with the children and their families that were in attendance.

Without any further discussion, the meeting adjourned at approximately 12:00 p.m.

Respectfully submitted by,

Maryrose Wersan
Administrative Assistant