



EXECUTIVE COMMITTEE MEETING MINUTES
Wednesday, February 15, 2017 at 8 a.m.
15506 County Line Road, Suite 103
Spring Hill, FL 34610

Committee Members Present: Dr. Steve Kanakis, Chair; Gus Guadagnino, Pat McHugh

Committee Members Present via Phone: None

Committee Members Excused: None

Coalition Staff Present: Jim Farrelly, Jak Jakubauskas

Others Present: None

I. Call to Order – Dr. Steve Kanakis, Chair

Dr. Kanakis called the regularly scheduled Executive Committee meeting to order at 8:03 a.m., and welcomed attendees.

II. Review/Adoption, Draft Minutes from January 18, 2017

Dr. Kanakis requested a motion to adopt the minutes from the January 18, 2017 Executive Committee meeting as presented if there were no corrections or changes; Mr. Guadagnino so moved and Mr. McHugh seconded the motion. All were in favor with no abstentions and the motion carried.

III. Discussion, Successor Executive Director Search:

- **Application Packet**

Mr. Farrelly reported there were 501 calendar days left until his retirement. He advised the application packet should be distributed in October and should include the Coalition's standard application form, the job description and possibly some initial questions to direct to potential candidates. Candidates will submit a letter of interest, their resume and the completed employment application and any other items the Executive Committee deems necessary. Mr. Farrelly will do the initial screening of the applications and bring the most worthy candidates to the Committee to determine which ones will be interviewed.

Mr. Guadagnino stated he will develop his own questions for the candidates and Mr. Farrelly explained that each Committee member will likely have different criteria to pose to the candidates. Each Committee member will interview the candidate(s) singly and the Coalition's attorney will prepare the employment contract.

- **Advertising Sources**

Mr. Farrelly explained that a national search through *Non-Profit Times* and educational journals may cost up to \$20,000. A state-wide notice to the other Coalition's will also be considered. Dr. Kanakis recommends spending \$20,000 for a national search in order to find a competent replacement to lead the Coalition to the next level. Travel expenses were discussed with the initial cost for a first interview being paid by the candidate and, if brought back for a second interview, those travel expenses would be covered by the Coalition.

Mr. Farrelly recommended having an off-site interview venue at a location such as CareerSource where up to five (5) candidates at a time could be brought in to meet with each Committee member. Mr. Guadagnino stated that an educational and non-profit background will be key components as well as community involvement and fund raising.

IV. Discussion, Marketing Proposal, Year of the Young Child (YOTYC)

Mr. Farrelly stated this is the second month of the YOTYC and he is not pleased with the lack of publicity. Press releases have gone out and contacts have been approached with no results. He explained that he has cleared the job responsibilities of the Communications Specialist to concentrate on getting the word out about YOTYC locally, regionally and nationally.

Mr. Farrelly reported that over the last three (3) months, the YOTYC Committee has worked on a marketing proposal. A budget of \$50,000 has been approved for the YOTYC project. As a YOTYC Committee member, Mr. McHugh explained that with the exception of the billboards and newspaper ad, the other marketing suggestions will target the Coalition's main audience - mothers. He believes this is a well thought out marketing plan.

Dr. Kanakis reported that he has seen no new chatter on Facebook or Twitter after the kick-off event. Mr. Guadagnino inquired what the message will be as without a good message there will be no return on funds spent. Mr. Farrelly explained the message will be on the importance of early learning and videos will also be created at centers to include parents and staff. Mr. Guadagnino volunteered to assist with the marketing message explaining that it needed a "wow" such as explaining that if children aren't ready for 3rd grade, they may end up in prison. Mr. McHugh stated the child is won or lost by the age of five (5).

Mr. Farrelly explained the majority of production for the videos and video editing, etc. will be done in-house as they will need to be turned around quickly. He explained this advertising proposal is a maximum projection and should cost less as negotiations begin with media representatives. Mr. Farrelly reported that local pediatricians and hospitals are being provided with information about the Coalition and YOTYC.

Dr. Kanakis requested a motion to approve the Marketing Proposal as presented. Mr. McHugh so moved and Mr. Guadagnino seconded the motion. All were in favor with no abstentions and the motion carried.

V. Discussion, Health Care Options, 2017-18

Mr. Farrelly reported the Coalition had originally budgeted 15% for a health insurance increase, but it has only increased by 5.1% which is a substantial savings within the administrative budget. He recommends remaining with the current JLM-316 plan.

Dr. Kanakis requested a motion to approve the Health Care Options for 2017-18 as recommended. Mr. Guadagnino so moved and Mr. McHugh seconded the motion. All were in favor with no abstentions and the motion carried.

Dr. Kanakis inquired if Board members could be covered under this plan and reimburse the Coalition the monthly premium.

VI. Recommendation, Award of Salary Incentives for Staff as recommended by Executive Director, per Personnel Policy & Procedures

Mr. Farrelly explained he is recommending two (2) awards. The first is for Ms. Rachel Hardy in the amount of \$4,000.00 for her successful efforts to ensure the last two (2) audits were clean with no or minor findings. The second is for Ms. Ljubica Sevic in the amount of \$3,000.00. She has the key position of overseeing the Provider Specialists and ensuring all provider contracts are current and on file.

Dr. Kanakis requested a motion to approve the staff salary incentives as presented. Mr. Guadagnino so moved and Mr. McHugh seconded the motion. All were in favor with no abstentions and the motion carried.

VII. Update, School Readiness Waitlist

Mr. Farrelly reported that at the end of last week, 167 children were on the wait list and families are being seen within 1-2 weeks. As the January 31st financials are showing a \$1.2 million surplus in Direct Services, a press release will be going out to announce that funds are available and parents should come in and apply.

Mr. Farrelly announced he had one more item to present and distributed the (attached) Sliding Fee Scale and Fee Waiver Policy. He explained a minor change is being recommended under Item #10. He explained that each parent pays a small portion of the fee based on their ability. However, a new partnership with Metropolitan Ministries, which is expanding services into Pasco County for homeless families, has approached the Coalition about the possibility of waiving parent fees. Circumstances under which fees can be waived

are indicated on page 2. Mr. Guadagnino inquired about fees for military families and Mr. Farrelly explained that on-going discussions are currently taking place regarding the issue.

Dr. Kanakis requested a motion to approve the revision to the Sliding Fee Scale and Fee Waiver Policy. Mr. McHugh so moved and Mr. Guadagnino seconded the motion. All were in favor with no abstentions and the motion carried.

VIII. Public Input

None.

IX. Adjournment

Dr. Kanakis adjourned this meeting of the Executive Committee at 8:53 a.m. without further discussion.

Respectfully submitted by,

Jak Jakubauskas
Administrative Assistant I