



EXECUTIVE COMMITTEE MEETING MINUTES
Wednesday, July 19, 2017 at 8 a.m.
15506 County Line Road
Spring Hill, FL 34610

Committee Members Present: Pat McHugh, Chair; Angela Porterfield, Neil Thompson

Committee Members Present via Phone: Kathleen Casper, David Meglay

Committee Members Unexcused: None

Coalition Staff Present: Jim Farrelly, Jak Jakubauskas, Betsy Kier, Sarah Mai

Others Present: Lara Bradburn

I. Call to Order – Pat McHugh, Chair

Mr. McHugh called the regularly scheduled Executive Committee meeting to order at 8:01 a.m. and welcomed attendees.

II. Public Comment on any Action Items

None.

III. Review/Adoption, Draft Minutes from June 29, 2017

Mr. McHugh requested a motion to approve the minutes from the June 29, 2017 Executive Committee meeting as presented. Mr. Thompson so moved and Mr. Meglay seconded the motion. All were in favor with no abstentions and the motion carried.

IV. Review, Proposed Marketing Plan, 2017-2018 Years of the Young Child

Mr. Farrelly reviewed the marketing plan explaining that \$50,000 had been budgeted last fiscal year. Ms. Mai has put together a new marketing plan for this fiscal year, but any new ideas or suggestions can now be considered. Mr. Farrelly reported that over the past year the Coalition has learned that social media is the preeminent way that today's parents learn what they need to know. The majority of millennials communicate via social media such as Face Book, Twitter, etc.

Mr. Farrelly reviewed the marketing plan explaining that advertising in a new publication in Hernando County, Echo Latino, will benefit the Hispanic community. Advertising will continue on Spectrum, but via digital ads. *Tampa Bay Times* will continue to be used as a reliable media source. He reported that he had met with representatives from WEDU to

expand the Coalition's current relationship due to the huge amount of quality children's programs featured on WEDU and their support of Coalition events. *Tampa Bay Parenting Magazine* did not provide as much coverage as expected that resulted in parent traffic, and is not included for FY 17-18.

Ms. Mai explained that instead of reading print, many people are now reading the paper on-line. On the side or at the top of the screen appear ads and banners. The Coalition will feature information on programs and photos from events on these banners which will invite readers to click on the photo taking them to the Coalition's website. If the reader "hovers" over the ad, a "stalker" attaches to the reader's IP address and will bring the Coalition's ad back up when the reader visits other websites.

For advertising with Spectrum, Ms. Mai explained that most households have DVR's which allow viewers to skip commercials or they watch TV on their phones. Coalition ads will continue to be seen during various shows and on Bay News 9, and as with the *Tampa Bay Times*, a "stalker" will also follow them. All digital ads will bring the viewer back to the Coalition's website.

Ms. Mai further explained that with the media indicated, the Coalition can choose certain demographic criteria such as age groups, zip codes, etc. She stated that 297 individuals signed in at the YOTYC event held at SunWest Park and the majority of attendees found out about the event through social media. In response to Ms. Casper about flyers continuing to be distributed for upcoming events, Ms. Mai said flyers would still be distributed at local WIC offices, health departments, libraries and child care centers located in the area of the event.

A brief discussion followed on placing the newspaper insert into the *Tampa Bay Times* on a day other than Sunday as many people may not look at all of the inserts.

Mr. Thompson moved to accept the marketing proposal and Ms. Porterfield seconded the motion. All were in favor with no abstentions and the motion carried.

Mr. Farrelly announced that Ms. Mai is leaving the Coalition at the end of this week for a great opportunity to work from home, but has agreed to contract with the Coalition until a new Communications Specialist can be found.

V. Consideration, ELC Books for Children Proposal

The Committee welcomed "ELC" (pronounced Elsie) the Elephant. Mr. Farrelly explained that "ELC" is the Coalition's new mascot and was first introduced at Storybook Forest. "ELC" will take part in future events and be included in media photos, etc. He explained the Coalition spent about \$20,000 on books to distribute to children at various events last fiscal year.

He inquired if the Coalition should begin commissioning and publishing books about "ELC" as a series of stories could be created. This would market the Coalition even further as

introductory pages explaining Coalition programs could be included. \$20,000 is currently in the budget to purchase books for this year, or use the funds to market our own effort. A cost estimate can be obtained and providers and staff members would be asked to help develop a storyline for ages 1-5. Currently, the Coalition pays approximately \$2.50 per book.

After a brief discussion, Mr. Farrelly explained the storyline would be written with the work of a publisher. Ms. Casper stated that self-publishing would save dollars and Mr. Farrelly explained that quality needs to remain high as parents value books of higher quality for their children. Mr. Farrelly stated the Coalition is currently working with a local marketing company who has created “ELC” cartoons which are being used on certain flyers; the book idea can be discussed with them. Mr. McHugh recommended speaking to a representative from the writer’s workshop at Eckerd College.

Mr. Farrelly stated that publishing quotes will be obtained and brought back to the Committee.

VI. Update, Executive Director Search

Mr. Farrelly explained that round one of advertising for the position has been accomplished. Thirty-eight (38) applications have been received with about ten (10) having some experience and qualifications in terms of the Board criteria established. The next step will be to ask each Committee member to schedule an appointment with Ms. Jakubauskas to review the files of qualified candidates. After feedback has been received from each member, a second round of advertising will take place.

A brief discussion followed on the timeline which may be keeping some qualified candidates from applying. Mr. Farrelly explained he would like to present the first round of qualified applicants for Board consideration in the fall. He noted the budget contains funding for two (2) rounds of advertising, should that be required. A final candidate must be chosen and presented to the Board in the spring of 2018 in order to be in place by May 1, 2018.

VII. Update, School Readiness Waitlist

Mr. Farrelly explained the Coalition is in good shape financially with no serious waitlist anticipated until at least the latter part of the year.

Ms. Porterfield commented that at the One Goal conference she spoke with a number of other Coalitions who reported having large waitlists.

VIII. Public Comment

None.

IX. Adjournment

Mr. McHugh adjourned this meeting of the Executive Committee at 8:50 a.m. without further discussion.

Respectfully submitted by,

Jak Jakubauskas
Administrative Assistant I