



FINANCE & AUDIT COMMITTEE MEETING MINUTES
Wednesday, November 16, 2016 at 9 a.m.
15506 County Line Road, Suite 103
Spring Hill, FL 34610

Committee Members Present: Dr. Amy Anderson, Cathy Dofka, Pat McHugh

Committee Members Present via Phone: Gus Guadagnino, Chair

Committee Members Excused: Sam Shrieves

Coalition Staff Present: Jim Farrelly, Rachel Hardy, Jak Jakubauskas

Others Present: None

I. Welcome and Call to Order

Mr. Guadagnino called the Finance/Audit Committee to order at 9:05 a.m. and requested Mr. McHugh act as Chair.

II. Review/Adoption, Draft Minutes from Finance/Audit Committee Meeting of October 19, 2016

Mr. McHugh requested a motion to approve the minutes of the October 19, 2016 Finance/Audit Committee meeting as presented. Ms. Dofka so moved and Mr. Guadagnino seconded. All were in favor with no abstentions and the motion carried.

III Review/Approval, October 2016 Financial Statements

Ms. Hardy reported the Coalition's fiscal year spending budget for Direct Services was at 26.12% and the School Readiness spending categories are all within the required minimum and maximum spending rates. Direct Services is at 84.49% for the year and with the addition of Quality, almost 91% of funds have been allocated to children.

Ms. Hardy stated that \$3,025.00 has been received for Match, including \$3,000 from the United Way of Pasco, bringing the year to date total to \$15,066.05. With the addition of the OEL approved in-kind Match donations, the new total is \$27,567.90 for the year.

Ms. Dofka inquired if a meeting had been held with the United Way of Hernando County. Mr. Farrelly explained that he has met with United Way's Executive Director Ms. Bonfardino and a grant application is in the process of being presented.

Ms. Hardy reported that a surplus of \$2,407,265.92 is being projected for Direct Services and the wait list has been opened. Mr. Farrelly explained the wait list currently has 503 children; 133 in the 0-5 age group and 373 in the 6-12 group. All the children on this list have been called to schedule appointments for services. By December there should be no wait list with walk-ins being able to receive services.

For VPK, Ms. Hardy reported the Coalition VPK's Administration spending for the month was at 3.56% and the current spending rate was 29.60% with 95.66% of the funds being expended on children.

Mr. McHugh requested a motion to accept the October financials as presented. Ms. Dofka so moved and Mr. Guadagnino seconded the motion. All were in favor with no abstentions and the motion carried.

IV. Review/Approval, Spending Recommendations, Outreach & Awareness (Q&A) Grant

Mr. Farrelly explained this grant is awarded yearly to promote awareness of the VPK program. Ms. Hardy explained the grant has two (2) categories, VPLPI which is strictly for outreach and awareness and VPMNI which is only used to monitor VPK programs. Staff time is charged to this category when Provider Specialists monitor VPK programs and the funds in this category have already been expended for the year.

Ms. Hardy explained that the \$8,600 already spent was used to produce several VPK videos, to purchase a full page ad in the *Tampa Bay Times*, and Ms. Audrey Stasko's time was applied to this category when she was creating the VPK social media feeds.

Mr. Farrelly explained that \$7,099.42 remains in the outreach and awareness category and must be expended by June to encourage VPK parents to enroll their children. In the past, the Coalition has rented billboards, utilized direct mail inserts in the local newspaper, and purchased a full page ad. However, word of mouth advertising has been the most successful tool and the new VPK enrollment period will begin the first of January.

Mr. Farrelly explained that a joint radio program is being recommended between the ELCs of Hillsborough, Manatee, Pinellas and Pasco/Hernando on radio station 101.5. The cost for each Coalition would be \$500 to run approximately 80 PSAs. Mr. Farrelly requested additional ideas on how to spend the remaining funds. Mr. McHugh inquired if Charter Communications has been approached; Ms. Dofka recommended approaching Bay News 9 and Mr. Guadagnino suggested the local government and educational stations as well as the *Hernando Sun*.

A brief discussion followed that included targeting pediatricians again, WIC offices, church bulletins and other agencies that serve high risk populations. Mr. Farrelly reported the full page color ad that was run last year for approximately \$3,500 was successful. The Coalition could also create new VPK videos or do a direct mailing to specific households.

Mr. Farrelly stated that a list will be put together of different advertising mediums with their costs to be brought to the December meeting. Mr. McHugh explained the second Sunday in December is when the largest size paper of the year is delivered. He recommended contacting the *Tampa Bay Times* about the possibility of putting a full page color ad on the outside of one of the newspaper jackets that will be part of this edition.

Mr. McHugh requested a motion to purchase a full color ad to be placed on a newspaper jacket in the *Tampa Bay Times* for the December 10th paper. Dr. Anderson so moved and Mr. Guadagnino seconded the motion. All were in favor with no abstentions and the motion carried.

Mr. McHugh requested a motion to approve the \$500 radio venture with the other Coalitions. Ms. Dofka so moved and Dr. Anderson seconded the motion. All were in favor with no abstentions and the motion carried.

V. Next Meeting will be held Wednesday, December 21, 2016 at 9 a.m.

The Committee will next meet on December 21, 2016 at 9 a.m.

VI. Public Input

None.

VII. Adjournment

Mr. McHugh adjourned this meeting of the Finance/Audit Committee meeting at 9:36 a.m. without further discussion.

Respectfully submitted by,

Jak Jakubauskas,
Administrative Assistant I