



**Program Committee Meeting Minutes
September 29, 2008 at 4:00 p.m.
15506 County Line Road, Suite 104
Spring Hill, FL 34610**

Committee Members Present: Jean Rags, Steve Davis, Dave Meglay, Mary Beth Wehnes, Sonya Jackson

Committee Members Excused: Denise Gill

Committee Members Absent: None

Staff Present: Jim Farrelly, Pattie Eacobacci, Betsy Kier, Meredith Maynard, Maryrose Wersan, Debbie Thomas

Others Present: None

Ms. Jean Rags, Chair called the meeting to order at 4:00 p.m. Members and staff introduced themselves. A motion was requested to approve the meeting minutes. Board member, Mary Beth Wehnes moved to approve the minutes and Board member, Dave Meglay seconded the motion; all were in favor with no abstentions and the motion carried.

1. VPK Outreach and Awareness: Ms. Betsy Kier Program and Contracts Manager

Betsy Kier, Program and Contracts Manager explained that providers had been surveyed as to how the Outreach and Awareness grant could be best utilized. The top eight ways recommended by providers were:

- Direct mail to families of 4 year olds
- Bill board (one in each county)
- Continue advertising at movie theaters
- Newspaper inserts/ads
- Grocery receipt advertising
- Placemats at restaurants
- Community newsletter advertising
- T.V. commercial

Executive Director Mr. Jim Farrelly reminded the Committee that this grant of nearly \$19,000 will assist with reaching potential VPK students and their parents/guardians to increase enrollment. Mr. Farrelly asked Fiscal Manager, Ms. Maryrose Wersan to remind the committee how the grant was utilized last year.

Ms. Wersan explained that the FY 07/08 grant was utilized in the following areas:

- Cinema advertising
- Chamber newsletter inserts
- St. Pete Times insert in low income areas

When parents call regarding VPK, they are screened to find out what made them aware of the program. The most effective sources of advertising has been word of mouth and forms of printed advertising. Discussion ensued on advertising possibilities.

2. Discussion, Program Goals, 08-09: Jean Rags/Betsy Kier

Committee members further discussed advertising possibilities. A consensus was reached to request price quotes for the use of fliers, cinema advertising, targeted mailing and newspaper inserts. Price quotes will also be requested from Brighthouse Networks.

Prices for each option will be requested by Ms. Kier and reported at the next meeting for final decision making.

3. Bylaws and Coalition Articles of Incorporation.

Mr. Farrelly advised the committee that it was responsible for necessary changes. Necessary revisions will be discussed at the next Program Committee Meeting.

4. Program and Contracts Manager, Ms. Betsy Kier distributed a handout to reflect the total number of providers in each county (attached).

5. Other Business

The next meeting was scheduled for October 30, 2008 at 4:00 p.m.

Public Input

None

Adjournment

Without any further discussion this meeting adjourned at approximately 4:52 p.m.

Respectfully submitted by,

Angela Westmoreland
Administrative Assistant