



ELCHC Development Committee

Wednesday, March 08, 2023

6302 E. Dr. Martin Luther King Jr. Blvd., Suite 100, Tampa, Florida 33619

<https://us06web.zoom.us/j/85927911003?pwd=dYtYcG5xUnpKQVgrVVdGZjBaUVk3UT09>

Meeting ID: 859 2791 1003

Passcode: 410036



ELCHC Development Committee

Wednesday, March 08, 2023

I. CALL TO ORDER

S. Robinson

A. A. Roll Call/Quorum Verification

II. ACTION ITEMS

A. Approve Proposed Development Committee Purpose Statement and Duties - 3

S. Robinson

B. Approved Proposed Development Committee Meeting Schedule - 4

S. Robinson

C. Approve Minutes from October 19, 2022 Meeting - 5

III. RESOURCE DEVELOPMENT & COMMUNITY RELATIONS REPORT

A. Fraga

A. Fundraising

B. Marketing and Communications

C. Outreach

IV. DISCUSSION ITEMS

A. Education of Young Children Summit, September 21, 2023

A. Fraga

V. PUBLIC COMMENT

Individuals wishing to address the Early Learning Coalition of Hillsborough County Board of Directors must complete a Public Comment Request Card and submit it to the official recorder prior to the noticed start time of the meeting. Said comments will be limited to three (3) minutes per individual on a first come, first serve basis, and only at such time as is identified on the official meeting agenda for public comment.

VI. ADJOURNMENT



EARLY LEARNING COALITION OF HILLSBOROUGH COUNTY DEVELOPMENT COMMITTEE

Proposed Purpose: The Development Committee leads the Board of Director's participation in resource development for the ELCHC. The Committee works with staff to develop the fund development plan and relays important information about the ELCHC's programs to the Board of Directors. The committee proposes policies and develops plans, procedures, and schedules for board involvement in fund raising, partner development, and community engagement.

Proposed duties: Members of the Development Committee will have a deep understanding of the programs offered by the ELCHC, provide strategic advice, engage the Board of Directors, and connect staff to additional stakeholders to ensure the ELCHC has all resources necessary to implement and grow programs. It familiarizes board members with friend-raising and fund-raising skills and techniques so that they are comfortable making appropriate introductions and requests. The committee plays a strong role in identifying, cultivating, and approaching major donors. The committee will work with staff on scheduling visits by board members to childcare providers for the purpose of identifying ways in which the ELCHC and its Board of Directors advocate for, provide, or seek support. Investigate new fundraising projects, activities, and ideas for possible use in the future

**FY 2022-2023
DEVELOPMENT COMMITTEE MEETING SCHEDULE**

Wednesday, October 19, 2022

Wednesday, January 18, 2023

Wednesday, April 19, 2023

All meetings of the Early Learning Coalition of Hillsborough County Development Committee are held at **3:00 pm** until the conclusion of business at 6302 Martin Luther King Jr. Blvd. Bldg. 100, Suite 100, Tampa, FL 33619 unless otherwise publicly noticed and/or noted above.

PLEASE NOTE: *This meeting schedule is posted on the ELCHC website located at www.elchc.org Changes to any dates, times and locations of these meetings will be posted at all times. Members of the public may confirm by phone by calling (813) 515-2340.*





DEVELOPMENT COMMITTEE

UNAPPROVED MINUTES

Thursday, October 19, 2022, at 3:00 pm
6302 E. Martin Luther King Jr. Blvd. Ste. 100,
Tampa, Florida 33619

MEETING ATTENDANCE

Facilitator: Dr. Shawn Robinson, Chair

Committee Members Present:

Dustin Portillo and Dr. Shawn Robinson

Committee Members Absent:

Lee Bowers, Dr. Jodi Marshall, and Stephe Holmquist Johnson

ELCHC Staff:

Alison Fraga, Kelley Minney, Abby Perez, Kiyana Scott, and Erica Turchin

Other Attendees:

CALL TO ORDER

Quorum Verification

The Development Committee Meeting was called to order at 3:01 pm. Noting a quorum was not established, Dr. Shawn Robinson stated that the action items will be moved to the next meeting agenda. No action was taken by the Committee. The contents of these minutes are solely informational.

PUBLIC COMMENT

There was no Public Comment

ACTION ITEMS

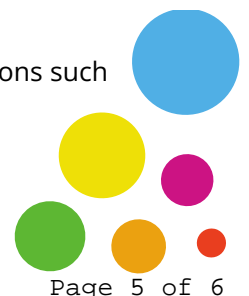
There were no Action Items.

There was a discussion about the draft proposed Development Committee Purpose statement and duties.

Committee members discussed ways to increase board engagement through special events and volunteer opportunities and monthly giving. There was also discussion on improving communication methods with the Board of Directors by utilizing the Board Effect software.

Gary Meyer, the Interim CEO, recommended a board retreat and will connect with Board attorney Frazier Carraway to discuss Sunshine Law requirements.

Committee member, Dustin Portillo recommended leveraging partnerships with organizations such as Support the Troops.



RESOURCE DEVELOPMENT AND COMMUNITY RELATIONS REPORT

Alison Fraga, Chief Development Officer reported about fundraising, marketing and communications, and outreach efforts. Ms. Fraga highlighted the following in her report.

1. The RD team set a goal to raise \$2.1 million in FY 22-23 to enhance ELCHC programs and services and were on track to meet their goal.
2. Brand awareness and brand recognition efforts have increased through radio and Univision campaigns and consulting with Lisa Brock to assist with external positive press, such as attending the giant pumpkin reveal at Bears Grove in October. The event resulted in over 300,000 Facebook views, where we discussed the importance of children playing in nature.
3. Increased outreach efforts have given us more visibility in the community. In FY 21-22, the ELCHC connected to over 80 events to share about our programs and services.

Ms. Fraga noted that the ELC will not have a holiday event this year but instead have quarterly Day of Play events throughout Hillsborough County. The first event was held on October 15, 2022, at the Gardenville Parks and Recreation Center in Gibsonton with an estimated 200 families in attendance. Community partners Children's Board Resource Centers, Champions for Children, Success for Kids, Glazer Children's Museum, and Hillsborough County Parks and Recreation-Gardenville Center attended.

DISCUSSION ITEMS

Ms. Fraga asked the Committee to consider what they would want on a Resource Development and Community Relations dashboard.

Ms. Fraga noted that the team held an annual daytime fundraiser over the past two years to increase the ELCHC's donor base. However, Ms. Fraga had recommended to former CEO Gordon Gillette to move the next fundraising event to the beginning of FY 23-24 after supplemental funding such as American Rescue Plan Act (ARPA) and Coronavirus Response and Relief Act (CRSSA) has ended. Ms. Fraga added that the RD team was generating ideas for an evening event.

ADJOURNMENT

The meeting adjourned at 4:21 pm.