



ELCHC Development Committee Meeting

AMENDED II Agenda Packet

Wednesday, April 12, 2023 at 3:00 pm

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

<https://us06web.zoom.us/j/83025833378?pwd=eGJrbjNReitqY2F6ajFmakZXTSs2dz09>

Meeting ID: 830 2583 3378

Passcode: 846417



ELCHC Development Committee Meeting AMENDED II Agenda Packet

Wednesday, April 12, 2023

I. CALL TO ORDER

S. Robinson

A. Roll Call/Quorum Verification

II. 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.

III. ACTION ITEMS

A. Approval of Minutes from March 08, 2023 Meeting - 3

B. Approval of Future Development Committee Meetings - 7

IV. RESOURCE DEVELOPMENT & COMMUNITY RELATIONS REPORT

A. Fraga

A. Updates on Donor Stewardship

V. DISCUSSION ITEMS

A. Education of Young Children Summit

A. Fraga

B. Non-Director Committee Members

Dr. Robinson

VI. ADJOURNMENT



DEVELOPMENT COMMITTEE

UNAPPROVED MINUTES

Wednesday, March 08, 2023, at 3:00 pm
6302 E Martin Luther King Blvd, Suite 100
Tampa, Florida 33619

MEETING ATTENDANCE

Facilitator: Dr. Shawn Robinson, Chair

Committee Members Present:

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

Committee Members Absent:

None.

ELCHC Staff:

Alison Fraga, Kelley Minney, Kiyana Scott, Abigail Perez, Sonia Duraimurugan, Dr. Fred Hicks, Nancy Will, Erica Turchin* and Gary Meyer

Other Attendees:

None.

**Indicates attendance by Zoom Meeting platform.*

CALL TO ORDER

Quorum Verification

Noting a quorum was present, Chair Dr. Shawn Robinson called the meeting to order at 3:01 pm.

PUBLIC COMMENT

There was no Public Comment.

ACTION ITEMS

- A. Approval of proposed development committee purpose statement and duties.

Dr. Stephe Holmquist made a motion to approve the proposed Development Committee Purpose Statement and Duties. Dr. Jodi Marshall made a second. The motion carried unanimously.

- B. Approval of proposed development committee meeting schedule.

Dr. Stephe Holmquist Johnson made a motion to approve the Development Committee meeting schedule with the next meeting to be held on April 12, 2023. Dr. Jodi Marshall made a second. The motion carried unanimously.



C. Approval of minutes from October 19, 2022, meeting.

Dr. Jodi Marshall made a motion to approve October 19, 2022, Development Committee Meeting Minutes. Dr. Stephe Holmquist Johnson made a second. The motion carried unanimously.

REPORTS

Resource Development & Community Relations

Alison Fraga, Chief Development Officer reported.

- Recognition of Erica Turchin Manager of Marketing is moving on to take a position with the Girl Scouts of America and has been instrumental in establishing processes and procedures. She is leaving the coalition in a much better position than when she started.
 - Dr. Shawn Robinson also thanked Erica for your work and leaving the coalition in a better light.
- Sonya Duraimurugan was introduced as the new community outreach coordinator and the newest member of the team.
- Alison reported on 3 specific areas: fundraising efforts, marketing & communication, and community outreach efforts.
- Through fundraising efforts, the team has seen results that are 115% to goal with \$2.1 million dollars and there are still 4-5 applications that are pending.
- The marketing team has been leading efforts through various outlets such as radio ads, bus ads, social media ads like FB and recently adding OTT. There has been a social media increase of 32% in followers. We have had over 9,000 sets of eyes on social media content and have added additional ads. We have tested many different outlets, and forms of media as well as explored NPR and Spanish radio as well as streaming ads.
- Chair Robinson asked about streaming efforts. Alison explained that ads are being displayed in movie theatres and added video at Winn Dixie within targeted zip codes as well as digital ads like Hulu and Disney Plus. Currently, we are not streaming radio like iHeart radio just channels.
- Alison noted that traditional marketing efforts are being made such as direct mail all are in attempts to raise awareness of the services the coalition provides. Efforts will continue in using radio, digital ads, and direct mail with additional being explored and waiting for data for example: check out at TVs in grocery stores and 2 sets of adds from movie goers. Gas station ads must be regional and not specific zip codes which it may be possible to partner with sister coalitions in the area.

- Abigail Perez, Director of Impact and Community Relations reported community updates.
 - There has been an increase connecting with grassroot organizations and that several books have been distributed during different community events.
 - Question posed by Dr. Robinson as to how these efforts are being measured.

Ms. Perez, stated data available per zip code to ensure efforts are not being duplicated; QR codes on books and collateral are being used to capture data as to how many children and families are being impacted through each community engagement event.

Dr. Hicks thanked Ms. Turchin for her contribution to the ELCHC and wished her well with future endeavors. Dr. Hicks noted that she led her team at the Association of Early Learning Coalitions (AELC) well with a fabulous presentation.

Dr. Hicks stated the Children's Summit is the next level for business leaders in the community. He reported a venue has been secured, as well as a save the date and Alison will report on the details her team has been working on.

DISCUSSION ITEMS

Young Children's Summit 2023

Alison Fraga reported on Education of Young Children Summit, September 21, 2023. The team has a project planned and a venue secured. The purpose of the Summit is to bring awareness of the importance of early education to business leaders. Also, ensuring that leaders leave the Summit with an idea of how they can help on the legislative-side, the financial-side or both as well as not only helping ELCHC but other early education organizations. Alison also presented the agenda as requested by the Board of Directors. This year we will honor providers with checks in front of business leaders. Plan is sharing the passion and need of early education in the county and then close the program with the "Ask".

Dr. Robinson suggested to add networking to the agenda.

There was a discussion about details of the project plan specific to lunch, noise control and about logistics of the Summit.

Dr. Hicks asked about survey for feedback. Alison stated that guests will have an opportunity to share feedback via a survey tool and awareness to community outreach events will be shared for example Family Day of Play which is scheduled for 2 weeks after the Children's Summit.

Dr. Marshall asked about video and what it will show case. Alison responded that the video we are working with an animation studio to produce an animation short. It will show brain development using more inclusive characters and work will be scheduled to start early July. The video will be shown to the Development committee and the Board of Directors for approval.

Dr. Robinson then asked to go over the proposed budget. Ms. Fraga shared the event budget with the committee.

The committee discussed different ways to raise money and other ways to grow a donor database and recognition of donors.

The committee gave additional ideas for the Summit program.

Dr. Robinson reminded the committee of the next meeting date of April 12, 2023. He also stated there were no action items from the budget so today's agenda will be left as a report for the next Board of Directors meeting.

ADJOURNMENT

Dr. Stephe Holmquist Johnson made a motion to adjourn the meeting at 4:06 pm. Dr. Shawn Robinson made a second. The motion carried unanimously.

Read and approved by: _____ Date: _____
Dr. Stephe Holmquist Johnson, Secretary

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

Wednesday, October 19, 2022

Wednesday, January 18, 2023

Wednesday, April 12, 2023

Wednesday, May 17, 2023

Wednesday, June 21, 2023

Wednesday, July 19, 2023

Wednesday, August 16, 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.*

