



ELCHC Development & Outreach Committee Meeting Agenda

Wednesday, March 12, 2025 at 3:00 pm

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

<https://us06web.zoom.us/j/81379063180?pwd=jxmL49WLV0Egk5JdG68cZR586rbVEs.1>

Meeting ID: 813 7906 3180

Passcode: 201705



ELCHC Development & Outreach Committee Meeting Amended Agenda

Wednesday, March 12, 2025

I. CALL TO ORDER

S. Robinson

A. Roll Call/Quorum Verification

II. PUBLIC COMMENT

S. Robinson

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 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 ITEM

A. Proposed Purpose and Proposed Duties - 3

IV. DISCUSSION ITEMS

A. Fraga

A. Feedback from the 2024 Summit

B. Summit Host Committee Updates

C. Education of Young Children 2025 Summit

V. CEO REPORT

F. Hicks

A. Hillsborough Day 2025

B. Children's Week 2025: April 14-18

C. Listening Sessions

VI. ANNOUNCEMENTS

S. Robinson

VII. SUPPLEMENTAL DOCUMENTS

A. Development Committee Meeting Minutes August 8, 2024 - 4

VIII. ADJOURNMENT

S. Robinson

ELCHC DEVELOPMENT & OUTREACH COMMITTEE MEETING

March 12, 2025

ACTION ITEM

III.A.

ISSUE: Proposed Purpose and Proposed Duties of the newly formed Development & Outreach Committee

NARRATIVE:

Proposed Purpose:

The Development and Outreach Ad-Hoc Committee leads the Board of Directors' participation in resource development and outreach for the ELCHC. The Committee works with staff to develop the fund development, friend and advocate development, and outreach plans. The Committee works with staff to relay important information about ELCHC's programs to the Board of Directors and to potential as well as current community stakeholders, partners, and advocates, as appropriate. The Committee develops plans, procedures, and schedules for board involvement in fundraising, partner development, marketing, and community engagement and outreach.

Proposed Duties:

Members of the Development and Outreach Ad-Hoc 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 through outreach efforts. 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. The Committee will review policies that foster community engagement and garner support of the ELCHC through intentional marketing and outreach efforts. The Committee will investigate new fundraising projects, activities, and ideas for possible use in the future that support the ELCHC and the efforts of this Committee.

Development and Outreach Ad-Hoc Committee Membership

- Board Members: Shawn Robinson (Chair), Kelly Flannery (Co-Chair), Jon Ferro, Ashley Porch, Felicia Thomas, Chantal Porte and Bob Hyde
- Community Members: Stephie Holmquist, Liz Kennedy



DEVELOPMENT COMMITTEE UNAPPROVED MINUTES

Thursday, August 8, 2024, at 3:00 pm
6302 E Martin Luther King Blvd, Suite 100
Tampa, Florida 33619
Hybrid Meeting

MEETING ATTENDANCE

Facilitator: Dr. Shawn Robinson

Committee Members Present:

Dianne Jacob, Dr. Stephanie Holmquist Johnson, Liz Kennedy*

Committee Members Absent:

Derek Zitko

Board Members Present: None. ELCHC Staff:

Alison Fraga, Dr. Fred Hicks*, John Medina*, Kelley Minney, Kiyana Scott*, Nancy Will, Abigail Perez,

Other Attendees:

Paul Quin, Yander Tovar, and Dennis Herbert

**Indicates attendance by Zoom Meeting platform.*

CALL TO ORDER

Quorum Verification

Dr. Shawn Robinson, Committee Chair noted that a quorum was present and called the meeting to order at 3:04 p.m.

PUBLIC COMMENT

There was no Public Comment.

Dr. Shawn Robinson shared with the committee that Dr. Jodi Marshall resigned from the ELCHC Board of Directors therefore would no longer serve on the Development Committee. Dr. Robinson recognized Dr. Marshall's service to the ELCHC and wished her well in her current and future endeavors.

ACTION ITEMS

A. Approval of Minutes from July 10, 2024, Development Committee Meeting

Dr. Stephie Holmquist Johnson made a motion to approve the July 10, 2024, Development Committee Meeting minutes as submitted. Dianne Jacob seconded the motion. The motion unanimously.

DISCUSSION ITEMS

Resource Department & Community Relations Impact Report

Alison Fraga, Chief Development Officer, gave an update on the following:

Mrs. Fraga shared the purpose of the Impact Report as helping to keep the team on track and focused on the mission of the organization through fundraising, outreach, and communication/awareness in the community. Mrs. Fraga recognized her team for all the work that went into FY23-24 and all the work that was already being completed in FY24-25.

Mrs. Fraga spoke to the iSpy program, and all the benefits gained by the children that have participated in it from an increased vocabulary and language skills to cultural experiences as well as the importance of increasing participation in the most critical zip codes in the county.

Mrs. Fraga highlighted some outreach efforts outlined in her slide presentation shared with the committee. Mrs. Fraga shared the significant increase in participation in Day of Play events around the community. Mrs. Fraga shared the impactful results including digital participation which indicates that the team is producing strong content and engaging content.

There was committee discussion on the Impact Report and data shared as vital to an the breath of what the ELCHC actually does for the families it serves in the Hillsborough community.

There was also discussion on various ways to impact the community including working with the Early Bus; Abigail Perez, Director of Community Outreach shared that conversations were already in place in working to have more programs in Hillsborough Public Schools.

Mrs. Fraga shared with the committee that in FY23-24 the ELCHC hosted or participated in 103 events many of which took place on a weekend which emphasizes the commitment of the ELCHC staff working towards the mission of the organization.

Mrs. Perez, shared that the ELCHC has been requested to be more involved in Head Start and educating the community on the differences between the ELCHC and the Head Start program. Mrs. Perez also shared that the ELCHC would be getting involved in greeting and serving new military families to the community through making the ELCHC known early on as a resource for early education.

Dr. Shawn Robinson extended an invitation for Liz Kennedy to join the Development Committee. Mrs. Kennedy accepted the invitation.

Dr. Shawn Robinson made a motion to appoint Liz Kennedy to the Development Committee. Dianne Jacon seconded the motion. The motion passed unanimously.

Host Committee Update

Abigail Perez, Director of Community Relations shared that with the leadership of Dianne Jacob connections with PNC Bank were in motion with a meeting scheduled later in the month. Mrs. Perez also reminded the committee that the Young Children's Summit was four weeks out, with just a few spots left for those interested in RSVP'ing.

Education of Young Children Summit Update

Mrs. Fraga added that this time last year, July 2023 90 out of 170 seats were filled, today 135 out of 170 seats were filled with 11 board members committed to attending and 10 elected officials.

Mrs. Fraga shared that Kelley Minney, Manager of Donor Relations would be sourcing center pieces for tables and some rentals including tables, and chairs.

Mrs. Fraga spoke of the breakdown in costs including the costs of the rental of the space at The Portico, at \$750.00. Mrs. Fraga explained that the only additional costs compared to the 2023 Children's Summit was the costs of having DJ Pryor as the motional speaker.

Mrs. Fraga shared an outline of the next two weeks as the team prepares the remaining details of the Children's Summit including the agenda and the overarching theme.

There was committee discussion on the panel and table questions to be discussed at the Summit including parental responsibility for the education of their young children and the resources available to them through the ELCHC and various organizations throughout the community.

There was discussion on inviting the public library system into the work of the ELCHC and giving them a seat at the Summit and how a partnership could greatly impact the mission of the ELCHC.

There was discussion on the Baker and Emily Mayfield Foundation fundraising event and Mrs. Fraga reported that the ELCHC would again be the sole recipient of this philanthropic support. Mrs. Fraga reported that there were still tickets available for purchase.

CEO REPORT

Dr. Fred Hicks, CEO of the ELCHC reported on the following:

Year to Date Enrollment Report: Dr. Hicks walked the committee through the packet included in the agenda packet.

Financial Workshops: Dr. Hicks shared an overview of the eligibility cliff problem contributing to the reduced number of children the ELCHC can provide services to and the

goal of bringing this problem to light at the legislative level.

Provider Visits: Dr. Hicks encourages committee members to join him on his weekly visits for the fall once the schedule is confirmed.

Proposed bylaw changes: Dr. Hicks shared the description of a possible new standing committee -Community Outreach/Communication committee. Dr. Hicks shared this committee would be presented at the next board meeting for discussion and a vote.

There was committee discussion on concerns of possible overreach into operations with this new proposed committee.

Dianne Jacob made a motion to create this new committee as an ad hoc committee and not a standing committee. Liz Kennedy seconded the motion. The motion passed unanimously.

Year to Date Enrollment: Dr. Hicks, stated in the interest of time he would leave the year-to-date enrollment for committee members to look over on their own time and should any questions arise to reach out to him for any clarification. Dr. Hicks also shared that he will be reviewing this report at the next Board of Directors meeting.

ADJOURNMENT

Dr. Stephie Holmquist Johnson made a motion to adjourn the meeting at 4:16 pm. Dianne Jacob made a second. The motion passed unanimously.

Read and approved by: _____ Date: _____
Aakash Patel, ELCHC Board Chairman