



ELCHC Development & Outreach Committee Meeting Agenda Packet

Wednesday, April 9, 2025 at 3:00 pm

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

<https://us06web.zoom.us/j/85194988966?pwd=4RBUjaOX3eoHrhrc9VlsPkGVAbTpmo.1>

Meeting ID: 851 9498 8966

Passcode: 268251



ELCHC Development & Outreach Committee Meeting Agenda

Wednesday, April 9, 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. Approval of March 12, 2025 Meeting Minutes - 3

IV. DISCUSSION ITEMS

A. Summit Host Committee Updates

K. Flannery

B. Summit updates

A. Fraga

C. Program awareness

A. Fraga

V. CEO REPORT

F. Hicks

A. Listening Sessions

B. Retreat News

C. Provider Transparency Tool

D. Hillsborough Day 2025 Recap

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

VI. ANNOUNCEMENTS

S. Robinson

A. Teacher's Night Out: Celebrate, Educate and Elevate at Zoo Tampa-
May 3, 2025
5:00 pm-9:00 pm

B. Day of Play-June 7, 2025 from 10:00 am-12:00 pm
*Location: Victor Christ Community Complex inside the University area
CDC*

VII. ADJOURNMENT

S. Robinson

DEVELOPMENT & OUTREACH COMMITTEE UNAPPROVED MINUTES

Wednesday, March 12, 2025, 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:

Dr. Shawn Robinson, Kelley Flannery, Jonathan Ferro, Liz Kennedy*, Felicia Thomas*, Ashley Porch*

Committee Members Absent:

Dr. Stephie Holmquist and Chantal Porte

Board Members Present:

Bob Hyde*

ELCHC Staff:

Alison Fraga, Dr. Fred Hicks, Nancy Will, Abigail Perez*, Sabrina Ruiz*, John Medina*, Kiyana Scott*, Dominique Watson, and Rebecca Salgado*

Other Attendees:

Paul, Quin, and Dennis Hebert

**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 3:01 p.m.

PUBLIC COMMENT

There was no Public Comment.

ACTION ITEMS

A. Proposed Purpose and Proposed Duties

Liz Kennedy made a motion to approve the proposed purpose and proposed duties of the Development & Outreach Committee. Kelley Flannery seconded the motion. The motion passed unanimously.



DISCUSSION ITEMS

Alison Fraga, Chief Development Officer, introduced her team as follows:

Kelley Minney, Manager of Donor relations, who Ms. Fraga shared raised just over \$2 million dollars. Ms. Minney shared with the committee that she has been an employee of the Early Learning Coalition of Hillsborough County for almost nine years and moved through various roles over the years and thoroughly enjoys being a part of the Resource Development team.

Ms. Fraga next introduced Kiyana Scott, Manager of Marketing and Resource Development who oversees marketing and communications along with John Medina and Dominique Watson. Ms. Fraga shared they are a small team that get a lot of done and recently were awarded for their hard work and efforts. Ms. Fraga shared they are an in-house marketing team, and they take pride in all the work that gets accomplished. Ms. Fraga shared that Dominique is the Social Media Coordinator and John Medina's brilliant work with graphics helps to ensure the community knows who the ELCHC is and the services the ELCHC provides. Mr. Medina shared with the committee he has been with the ELCHC for over two and a half years and loves the mission of the organization. Mr. Medina shared a little about his own family and how he can relate to the needs of the community as a father and grandfather.

Ms. Fraga then introduced Abigail Perez, Director of Impact and Community Relations and Sonia Duraimurugan, Community Outreach Coordinator that both work odd hours and attend over 100 events throughout the year that include book distribution and organize Day of Plays which has grown into a large outreach event that is currently seeing over 1,100 families participating in every year.

A. Feedback from the 2024 Summit

Ms. Fraga highlighted the following:

- September 12, 2024 with ~150 individuals in attendance
- Cost was about \$14,000
- Resource and Development (RD) team raised \$21,000
- Panel discussions and table discussions
 - 46 cards were received resulting with more information being provided by guests/organizations in attendance such as Bosses for Babies to keynote speaker recommendations and thoughts about the summit
- Kelley Minney shared some information was sent out as requested covering School Readiness (SR) but there was not much requested to learn more about the different programs the ELCHC offers.

Dr. Robinson suggested that tracking of these requests from guests be tracked for additional follow-up.

B. Summit Committee Updates

Ms. Fraga shared the following:

- 3rd year of hosting the Summit and 3rd year of Dr. Hicks as CEO
- The Summit committee played a key role in connecting with community leaders, policy makers and this group helped the ELCHC to cultivate names to invite to the Summit

Committee Member, Ms. Kennedy shared her experience serving on the Host committee. Dr. Fred Hicks, CEO of the ELCHC, thanked Ms. Kennedy for her work and contribution to the committee. Dr. Hicks also addressed some questions that were raised about the current budget for the ELCHC.

Ms. Fraga shared with the committee that the first two summits were to introduce the ELCHC to the business leadership of Hillsborough County, so the goal set was more educational and informative. Ms. Fraga also shared the purpose of the Summit committee was to help fill the room and have the capacity to meet with the

RD team monthly for about an hour to follow up connections.

Committee member, Kelly Flannery offered to be the board member on the Host Committee and stated she would be looking forward to serving in this capacity. Ms. Fraga stated that Ms. Perez would be in contact with Ms. Flannery.

Committee member, Felicia Thomas, shared that she would get with her staff to compose of a list of names to invite to the summit.

Education of Young Children 2025 Summit

Ms. Fraga shared with the committee that the RD team minus Ms. Scott who was on maternity leave met with Dr. Hicks to start working on the guest list with a goal of having 500 individuals in attendance with a goal of raising \$90,000 to cover the costs of the event of \$40,000 plus raising an additional \$50,000.

Ms. Fraga shared her PowerPoint presentation would be emailed out to committee members after the meeting. Ms. Fraga spoke to the details within the presentation shared including the location of the 2025 Summit at the Motor Enclave. Ms. Fraga shared the costs of the venue at \$8,500 which is less than half of the normal costs. Ms. Fraga shared that they have one caterer, and food is a disallowable expense by the state and funds needed to be raised to cover the cost of feeding guests. Ms. Fraga also shared the date of the summit as September 18, 2025 from 12:00-1:30. Ms. Fraga shared that the keynote speaker had been secured, author Dan Wuori who wrote the book *The Daycare Myth*. Mr. Wuori will be available to do 1x1 visits with VIPs and the ELCHC would be paying about 1/3 the cost of agent fees and the signed contract should be secured within a few days.

Ms. Fraga also shared fundraising was underway with \$5,000 from Florida Blue and a verbal commitment from TECO of \$2,500. Ms. Fraga shared the strategy was for board members to bring 9 people plus themselves to help to fill 50 tables.

Ms. Fraga shared the hope is that the private side of fundraising can raise more than \$35,000.

There was committee discussion on fundraising strategies to meet the goal of \$90,000 without charging for tickets. There was additional discussion on why there was not a charge for tickets in addition to charging for sponsorships.

Committee member, Jonathan Ferro asked for an itemized list of where the raised funds would be going as his employer, like many are being extra careful as to where to donate their money in the current market. Mr. Ferro shared that it would be a much easier ask if a list could be generated. Ms. Fraga stated that a list would be worked on with Dr. Hicks and be available as soon as possible.

There was committee discussion on the importance of quantifying the numbers to make it more tangible to potential sponsors.

Ms. Fraga went over the roles and responsibilities detailed in the PowerPoint shared with the committee. Ms. Fraga shared that the RD team will plan and manage all logistics and marketing/communications of the event.

Ms. Kennedy asked what the cost of 1- table. Ms. Fraga stated she would need to get back to her on that as the breakdown had not been worked out pending the outcome including feedback from the committee.

CEO REPORT

Dr. Fred Hicks gave a brief report on the following due to the time.

A. Hillsborough Day 2025

Dr. Hicks shared that he and Chairperson Aakash Patel along with several Board of Directors including Amanda Jae, Gino Casanova, Brian Mays, Annette Eberhart and others were excited to make their rounds to bring awareness of the ELCHC.

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

Dr. Hicks encouraged all board members who can make time to attend Children's Week to do so and to book their travel and hotel as soon as possible.

C. Listening Sessions

Dr. Hicks shared that the idea of listening sessions was just that, to sit and listen to the provider community's concerns and share in their wins. Dr. Hicks invited all board members who can attend one of the five sessions to contact, Nancy Will.

ANNOUNCEMENTS

Dr. Robinson shared with the committee that the next, meeting of the Development & Outreach committee is scheduled for April 9, 2025 at 3:00 pm

SUPPLEMENTAL DOCUMENTS

A. Development Committee Meeting Minutes August 8, 2024

Dr. Robinson encouraged committee members to review the minutes and stated they would be approved by the Executive committee since the Development committee no longer existed after merging with the Outreach Committee.

ADJOURNMENT

Dr. Shawn Robinson called for a motion to adjourn the meeting.

Kelly Flannery made a motion to adjourn at 4:12 pm. Ashley Porch made a second. The motion passed unanimously.