ELCHC Development & Outreach Committee Meeting Amended Agenda Packet

Wednesday, October 21, 2026 at 3:00 pm

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

https://us06web.zoom.us/j/88953594953?pwd=TOKhf75U6H4kX5akoaa00hSuGP4bFa.1

Meeting ID: 889 5359 4953

Passcode: 698477

ELCHC Development & Outreach Committee Meeting Agenda

Wednesday, October 21, 2026

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

S. Robinson

A. 08.12.2026 Development & Outreach Committee Meeting Draft Minutes - 3

IV. DISCUSSION ITEMS

S. Robinson

A. 2026 Education of Young Children Summit 2026 by Brink Foundation-Results - 5

B. Be the Ball-Results

C. Ready to Rise Results - 6

V. ANNOUCEMENTS

S. Robinson

A. Day of Play: Scheduled for Saturday, December 5 Location: Gibsonton Recreation Center Time: 10 am-12:00 noon

VI. ADJOURNMENT

S. Robinson

EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

Development & Outreach Committee
Unapproved Meeting Minutes

Wednesday, August 12, 2026 at 3:00 pm
6302 E. Martin Luther King Jr. Blvd. Ste. 100,
Tampa, Florida 33619
Hybrid

DRAFT

MEETING ATTENDANCE

Facilitator: Dr. Shawn Robinson

Committee Members Present:
Dr. Shawn Robinson*, Kelly Flannery*, Alina Shaffer*, Dr. Stephie Holmquist*, and Felicia Thomas*

Committee Members Absent:
Chantal Porte, Dr. Emily Shaffer-Hudkins, Bob Hyde, and Ashley Porch

Board Members Present:
None.

ELCHC Staff:
Dr. Fred Hicks*, Abigail Perez *, Sonia Duraimurugan*, Casie Haines*, and Nancy Will*

Other Attendees:
Alex Ochoa*

*Indicates attendance via Zoom.

CALL TO ORDER

Quorum Verification
Noting a quorum had been established at the time of roll call, Committee Chair, Dr. Shawn Robinson, called the meeting to order at 3:04 pm.

PUBLIC COMMENT

There was no Public Comment

ACTION ITEM

Approval of July 8, 2026, draft meeting minutes.

Dr. Stephie Holmquist made a motion to approve the draft meeting minutes from July 8, 2026. Kelly Flannery Holmquist made a second. The motion passed unanimously.

DISCUSSION ITEMS

Blue Ribbon Update

Dr. Fred Hicks, CEO of the Early Learning Coalition, presented that six names have been confirmed as members of the Blue-Ribbon committee.

- Dr. Hicks shared that each Blue-Ribbon member will be introduced via video at the Education of Young Children Summit 2026 on September 24.
- Members of the council that can attend in-person on September 24 will be asked to stand where seated to be recognized.
- Dr. Hicks shared the idea of creating a sounding-board of one to two former board members to bounce ideas before presenting them to the Blue-Ribbon; with a possible first meeting the first or second week in October.

Education of Young Children Summit 2026

Dr. Hicks shared a list of sponsors including the dollar amounts pledged to date. Dr. Hicks also shared a dashboard created by ELCHC team highlighting the following:

- Goal to have 400 in attendance
- Dr. Hicks read through a list of elected officials that were confirmed to attend
- To date overall tickets sold 207
- Total raised with verbal confirmation $109,167.00
- Net total to date $46,150.29

Be the Ball

Dr. Hicks shared some details about the Emily and Baker Mayfield Foundation's event to be held at Topgolf.

ANNOUCEMENTS

Dr. Robinson shared the next Development & Outreach committee meeting is scheduled for mid-September however, due to the proximity to the date of the Education of Young Children it would be cancelled.

Dr. Robinson also shared the next Day of Play will be held on December 5 with location to be determined.

ADJOURNMENT

Dr. Robinson called for a motion to adjourn the meeting at 3:28 pm.

Felicia Thomas made a motion to adjourn the meeting. Dr. Stephie Holmquist made a second. The motion carried unanimously.

EOYCS Presented by Brink Foundation
2026 Report

Financial Results

Revenue source	Revenue
Sponsorships (Invoiced)	$90,475.00
Sponsorships (Online)	$23,605.00
TIcket Sales	$7,172.00
Donations	$4,821.35
Track Thrill Ride Experience	$996.00
Total	**$127,069**

Goal of $100,000 in Revenue
127% Goal Reached

		2025	2026
Gross Revenue		$102,000	127,069
Cost			
	Processing fees		1055.59
	General Costs	$58,000	$59,065
Net Revenue		$44,000	$66,948
Cost to Raise a Dollar		$0.57	$0.47
Average Donation		N/A	$150.67

Audience

Audience segment	2025	2026
Registered Guests	486	402
Attended	357	338
No Shows	129	64
No Show Percentage	27%	16%
Open Seats		37
Guests of Paid Sponsors	NA	185
Board Members Attended		20
Unpaid board guests	NA	57
Unpaid board guests who donated	NA	17
Staff	20	22
Kids & parents	NA	7
Guests of In-kind sponsors	NA	13
Elected / public officials	NA	19
Elected Officials that did not show	NA	9

Media coverage

Television		
	Channel 13	FOX 13 Tampa Bay
	Channel 28	ABC Action News / Tampa Bay 28 (WFTS-TV

Donors & Sponsors

Sponsors by Tier

Tier	Qty	Value
$25,000	1	$25,000
$20,000	1	$20,000
$10,000	1	$10,000
$7,725	1	$7,725
$5,000	4	$20,000
$2,575	1	$2,575
$2,500	10	$25,000
Under $2,500	5	$4,295
Total	**24**	**$114,595**

Sponsors & Donor Metrics

Renewal Rate (%)	35%
New sponsors	16
New sponsors (%)	59%
Sponsors secured by Board	8
New Donors	32

YOY Sponsorship Revenue

Year	Total	Change
2025	$76,250	+$53,250
2026	$114,595	+$38,345

Sponsor giving growth (multi-year totals)

Sponsor	2023	2024	2025	2026	Total	Growth %
McGohan Brabender	—	$2,500	$20,000	$20,000	$42,500	**700.00%**
Protected Trust	$750	—	—	$2,500	$3,250	**233.30%**
WebAuthor	$2,500	$2,500	$2,500	$7,725	$15,225	**209.00%**
TECO	$2,500	$2,500	$2,500	$5,000	$12,500	**100.00%**
Hillsborough College	$2,500	$2,500	$2,500	$5,000	$12,500	**100.00%**

Sponsors $5,000+

Sponsors $5,000 +	Amount
Brink Foundation	$25,000.00
McGohan Brabender	$20,000.00
Suncoast Credit Union	$10,000.00
WebAuthor	$7,725.00
Sunshine Health	$5,000.00
TECO	$5,000.00
Zip Data	$5,000.00
Hillsborough College	$5,000.00



Ready to Rise

Ready to Rise registration at the event:

Providers: 27

Parents: 31

Kids:35

Sponsors

$10,000 Florida Blue

$3000 Zipdata

Partners

Paige the Literacy Bus

Rooted in Play

Saturday, October 3, 2026

EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY