



DEVELOPMENT COMMITTEE APPROVED MINUTES

Monday, January 22, 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. Jodi Marshall, and Derek Zitko*

Committee Members Absent:

Dr. Stephie Holmquist

Board Members Present: None.

ELCHC Staff:

Alison Fraga, Dr. Fred Hicks, Kelley Minney, Kiyana Scott, Nancy Will, Sonia Duraimurugan, Sabrina Ruiz, Abigail Perez, Dominique Watson, and Clarence Thompkins

Other Attendees:

Frazier Carraway, Joe Medina, 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 2:00 p.m.

PUBLIC COMMENT

There was no Public Comment.

ACTION ITEMS

- A. Approval of Minutes from November 11, 2023, Development Committee Meeting

Dianne Jacob made a motion to approve the November 11, 2023, Development Committee Meeting minutes as submitted. Dr. Jodi Marshall seconded the motion. The motion passed unanimously.



REPORTS

RESOURCE DEVELOPMENT Department Updates

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

Mrs. Fraga shared that a Provider Review Hearing was taking place directly after the Development Committee meeting and was going to make her reporting as consistent as possible.

Mrs. Fraga reported that Day of Play would take place on February 3 at Rowlett Park and already had several hundred families and young children registered. Mrs. Fraga reported that Sonia Duraimurugan, Community Outreach Coordinator had done an amazing job with getting partners involved including Glazier Museum, Zoo Tampa and many others that will be participating in Day of Play. Mrs. Fraga also shared that the Early Learning Coalition of Hillsborough County (ELCHC) staff would also be available at Day of Play to assist in registering families for services with targeted high needs zip codes. Mrs. Fraga stated that the event would run from 10:00 am-12:00 pm.

Mrs. Fraga reported that a dashboard was being worked on so that Board of Directors members would be able to see the ongoing efforts, needs and successes of the Coalition and the impact being made in the community.

Mrs. Fraga reported that the Violet & Theo campaign is strong and part of the working on rebranding of the organization to make the ELCHC existence in the community better known. Mrs. Fraga shared that the coalition now has ads on city buses designed by John Medina, Marketing & Research Development Specialist. Mrs. Fraga shared that the term "Discover the (fill in the blank) of early learning" was being coined as part of the rebranding efforts. The ELCHC Board of Directors approved the next video with the focus of financial struggles of families. Mrs. Fraga shared that the third video is also underway and was excited to work with Studio Kimchi as work continues to show case the coalition in a unique way.

Mrs. Fraga's third update to the committee was an American Rescue Plan Act (ARPA) update. Mrs. Fraga reported through the coalition's ties with the Mayfield Foundation that her team had established a connection with Brian and Mika Kleinschmidt who are building experts in Tampa and television hosts of a home improvement show. The television hosts are in collaboration with the coalition to do minor renovations of homes of the four home-based providers. Mrs. Fraga shared that Kelley Minney, Manager of Donor Relations has developed a process for interested home-based providers to apply for one of the four spots available. Mrs. Fraga also shared that the social media campaign surrounding this opportunity was underway and that the winners had been congratulated by the hosts via Zoom.

There was committee discussion on inviting the hosts to a Board of Directors meetings to thank them for their hearts behind such a grand gesture in helping the early education community through this avenue of opportunity.

Education of Young Children's Summit

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

Mrs. Fraga reported that leadership had met and was successful with some quantitative goals and strategies as the team prepares to begin preparing for the next Children's Summit with September 2024 as the target timeframe. Mrs. Fraga reported that Dr. Hicks has had many meetings with various medical professionals in the early education and early childhood areas to bring them to the table to better understand how a child develops and learns during the early years.

Mrs. Fraga also reported that this year's Children's Summit would have a much stronger follow-up with a script on what will be required to better build relationships with community partners to advance the interest of the child population served by the coalition.

There was committee discussion on the Host Committee that Abigail Perez, Director of Community Outreach will lead with Dianne Jacob, committee member being an integral part of the Host Committee.

Mrs. Fraga shared that she attended a lunch where Hillsborough Superintendent announced he would be launching a literacy summer campaign. Mrs. Fraga also shared that the idea of participating in the Martin Luther King Jr. parade was suggested by an ELCHC staff member in which the coalition has been participating in for four years. Mrs. Fraga also shared that Ms. Duraimurugan does an awesome job canvassing the neighborhoods and the books distributed each year increases.

ADJOURNMENT

Dianne Jacob, Vice Chair, made a motion to adjourn the meeting at 2:33 pm. Derek Zitko made a second. The motion passed unanimously.

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

Signature: *Stephanie Holmquist*

Email: stephie@hecedu.com






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Final Audit Report

2024-03-27

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