

MINUTES

Early Learning Coalition of Miami-Dade/Monroe
Board of Directors Meeting
June 2, 2005 @ 8 a.m.
1900 Biscayne Blvd.

- BOARD ATTENDANCE:** Octavio A. Verdeja (Chair), Gerald K. Schwartz , Dabney Park, Silvia LaVilla, Patricia Johnson, Daniel Armstrong, Yvonne Johnson, Gale Killion, Jessie Perkins, P. Morgan Hill, Jane Robinson, Edith Humes-Newbold, Margie Zeskind, Chuck Hood, Leslie Ann Roberts, Ava Byrne, David Lawrence, Ann-Karen Weller
- STAFF ATTENDANCE:** Paula Bender, Karen Egozi, Phyllis Ditlow, Patrick Dolan, Mary Williams, Ivonne Anton, Steve Rios, J. Henry Neyra, Ana Alfonso, Mina Prado, Guimel Martinez, Yvette Medina, Juanita Armbrister, Jennifer Fouraker-Parsons, Erin Charlton, David Ramil
- GENERAL ATTENDANCE:** Gloria Simms, Marie Woodson, Ginette Rigaud, Gladys Montes, Lourdes Rodriguez-Rivera, Linda Carmona-Sanchez, Patricia Granda, Dorit B. Weintraub, Rick Signori, Maria E. Binelo, Judy Williams, Molly Jones, Eduardo Rivera, Colleen Mauer, Mary Brown-Martilik, Dannerys Gonzalez, Jackie Perdomo, Wendy Cheyney, Ana Sejeck, Donald Manning, Walter Harvey, Reinier Potts, Barbara Weinstein, Doreen Moskowitz, Dorothy Thomas, Rosalyn Berry, Alex Trujillo

AGENDA ITEMS	DISCUSSION/CONCLUSION	RECOMMENDATION/ACTION
WELCOME & INTRODUCTION	<ul style="list-style-type: none"> Octavio A. Verdeja, recently appointed to the position of Chair by the Governor of the State of Florida, welcomed all in attendance. All attendees introduced themselves at the start of the meeting. 	<ul style="list-style-type: none"> Verdeja thanked the previous Board Chair, Gerald K. Schwartz, for his service to the Coalition. Verdeja also introduced Doug Blomberg, CEO of Wesley House, child care central agency for Monroe County.
APPROVAL OF MINUTES	<ul style="list-style-type: none"> Octavio A. Verdeja called for the approval of minutes from the last Coalition Board meeting, held on April 21, 2005. 	<ul style="list-style-type: none"> MOTION TO APPROVE THE MINUTES BY EDITH HUMES-NEWBOLD SECOND: YVONNE JOHNSON MINUTES FROM 4/21/05 UNANIMOUSLY APPROVED
GOLINHARRIS PROPOSAL	<ul style="list-style-type: none"> Ian Abrams, of the firm GolinHarris, made a presentation on the Community Awareness proposal that has been developed on behalf of the Coalition. The presentation included an overview of the Coalition outreach strategy, the development of a Coalition Logo and the Coalition brand (including the separation of the “ELCO” brand and the “Zero2Five” brand. As the Coalition’s role within the South Florida community begins to grow, the strategy will increase public 	<ul style="list-style-type: none"> Members of the Board debated the proposed strategy presented by Abrams. Among the topics discussed were the separation of brand names and how that would be interpreted by the general public. Chief among these concerns was that promotion of the “Zero2Five” brand name, which would be used as the umbrella for all Coalition programs, would eliminate public

	<p>awareness of the Coalition and its role, and the various programs that are being implemented in the community.</p> <ul style="list-style-type: none"> Action item #60205-06 (SEE HANDOUT) asked the Board to approve the contract, for one year, between the Coalition and GolinHarris to develop the Community Outreach strategy. 	<p>recognition of the Early Learning Coalition brand, or “ELCO”.</p> <ul style="list-style-type: none"> Action item #60205-06 would be approved conditionally, pending the institution of the Public Relations Committee of the Board. The PR Committee would work together with the firm of GolinHarris and would report to the Board to complete the design of the community outreach strategy. The Committee membership will be filled at a later date, and volunteers should contact Paula S. Bender if they wish to serve on the Committee. MOTION TO APPROVE ITEM #60205-06 MADE BY GERALD K. SCHWARZ SECOND: LESLIE-ANN ROBERTS MOTION #60205-06 UNANIMOUSLY PASSED
FINANCIAL REPORTS	<ul style="list-style-type: none"> Patrick Dolan, Coalition CFO, introduced several items for discussion from the Finance Team. P. Dolan presented the April, '05 financial overview and statements. O. Verdeja introduced item #60205-01(SEE HANDOUT), a request by the Monroe County School Board to provide \$49,400 in funding for equipment and supplies in eight (8) VPK classrooms. The amount, as per the merger agreement between the Miami-Dade and Monroe County School Readiness Coalitions, would be drawn from a Monroe County Reserve Fund. 	<ul style="list-style-type: none"> MOTION TO APPROVE ITEM #60205-01 MADE BY P. MORGAN HIL SECOND: YVONNE JOHNSON MOTION #60205-01 UNANIMOUSLY PASSED
VPK PLAN AMENDMENT	<ul style="list-style-type: none"> Action Item #60205-02 (SEE HANDOUT) was introduced. The 2004-2006 Coalition Plan, which was submitted to the Office of Early Learning, was amended to include details of the implementation “start up” phase of the VPK program 	<ul style="list-style-type: none"> MOTION TO APPROVE ITEM #60205-02 MADE BY GERALD K. SCHWARTZ SECOND: PAT JOHNSON MOTION #60205-02 UNANIMOUSLY PASSED
NOMINATION COMMITTEE	<ul style="list-style-type: none"> Action Item #60205-04 (SEE HANDOUT) to approve the selection of the Nomination Committee and Chair. As per the approved Coalition by-laws, the Nominating Committee shall consist of at least five (5) members and shall be appointed by the Chair and approved by the 	<ul style="list-style-type: none"> The Nominating Committee will consist of the following members: <ol style="list-style-type: none"> Margie Zeskind Yvonne Johnson Sara Herald

		<p>4. Leslie-Ann Roberts</p> <p>5. Octavio A. Verdeja (Committee Chair)</p> <ul style="list-style-type: none"> • MOTION TO APPROVE ITEM #60205-0 MADE BY DAVID LAWRENCE • SECOND: GERALD K. SCHWARTZ • MOTION #60205-04 UNANIMOUSLY PASSED
COALITION BY-LAWS	<ul style="list-style-type: none"> • Pat Johnson, Chair of the By-laws Committee introduced Action Item #60205-05 (SEE HANDOUT) which called for the approval of the latest revised version of the Coalition By-laws. Changes included suggested language by the Office of Early Learning, how the Board membership is listed, and the evaluation of the President/CEO. These changes were incorporated by the legal firm of Steel, Hector & Davis. 	<ul style="list-style-type: none"> • MOTION TO APPROVE ITEM #60205-05 MADE BY EDITH HUMES-NEWBOLD • SECOND: GERALD K. SCHWARTZ • MOTION #60205-05 UNANIMOUSLY PASSED
CHILDREN SERVED REPORTS	<ul style="list-style-type: none"> • Karen Egozi discussed the statistical information regarding the number of children served in Miami-Dade/Monroe counties. • Special thanks by the Board were given to the staff of the CDS and Coalition offices. 	<ul style="list-style-type: none"> • Gale Killion suggested that future Waitlist reports should include statistical data from Monroe County. However, Monroe County has no Waitlist but the issue would be addressed during an upcoming meeting with Monroe County and Wesley House staff.
OFFICE SPACE UPDATE	<ul style="list-style-type: none"> • Gerald K. Schwartz reported on the Board's search for an adequate office space for the Coalition staff. Concerns from the previous Board meeting were voiced regarding the cost of the Coalition's suggested new office space (which is located at 2555 Ponce De Leon), the thoroughness of the search for a new space, and the accuracy of statistical information regarding the safety of other proposed locations. However, Schwartz determined that the Ponce De Leon location was actually a fair value and would adequately serve the Coalition's needs for upcoming meetings and for increased staff considerations. 	<ul style="list-style-type: none"> • Special thanks were given to Patrick Dolan and the Coalition staff for their commendable work on finding a fairly-valued location that would house the Coalition offices throughout the term of their lease.
CEO REPORT	<ul style="list-style-type: none"> • Paula S. Bender, Coalition President and CEO, discussed several topics including the VPK Provider form, the retirement of Dr. Wendy Cheyney, and the upcoming implementation of the VPK program. • P. Bender also informed the Board on the latest development on the QRIS (Quality Rating Improvement System). During 	

	<p>the last Board Meeting, a presentation on the QRIS was made to the Board, detailing the results of several focus groups that would shape the implementation strategy of the QRIS. These findings were presented to The Children's Trust (who is funding the QRIS) and, subsequently, Coalition staff has met with the Trust's Program Committee and are awaiting the finalization of details to sign the implementation contract for the program. Additionally, Board Member Margie Zeskind will be leading a forum for child care providers so they may voice their concerns and be more informed on Coalition-related matters.</p> <ul style="list-style-type: none"> • P. Ditlow provided an update of the VPK program and how the local community has been responding to its promotion and implementation. Basic facts regarding the registration process and the role of Coalition staff was also detailed, particularly the hundreds of phone calls that have been received regarding participation in the VPK program. 	
	MEETING ADJOURNED AT 9:43 A.M.	D.R.

HANDOUTS: Meeting Agenda, 4/21/2005 Minutes (DRAFT), April, 2005 Financial Overview, Children Served Graph, Accreditation Reports, Waitlist Report, VPK Update, Coalition By-Laws (DRAFT), Motions #60205-01 (Monroe County Equipment Purchase), #60205-02 (VPK Plan Amendment), #60205-04 (Nominations Committee), #60205-05 (Coalition By-Laws), #60205-06 (GolinHarris Proposal)

Signed and approved by:

 Sara Herald
 Board Secretary

 Date