BOARD OF DIRECTORS MEETING

11:30 a.m. – December 7, 2017

Ronald Blocker Educational Leadership Center, Superintendent’s Conference Room

Present: Chris Arenth, Elise Breth, Kelly Flaherty Clark, Debbie Clements, Frankie Callen Elliott, Jose Fernandez, Alan Fidelo (teleconferenced), Pam Gould, Diane Gullett, Judy Jenkins, Erick Kepfer (teleconferenced), Ryan Mahaffey, Anthony Perez, Joyce Romano (teleconferenced), Eddie Sanabria, Ormend Yeilding

Staff: Scott Howat, Debi Pedraza, Ellie Muir-Fike

Absent: Matt Adcock, Tom Barthel, Teresa Donaldson, Eric Houston, Mike Ison, Sherry Magee

Guests: Allison Rivera – Lockheed Martin, Audra Walters – Wells Fargo

I. Call to Order & Guest Introduction

Debbie called the meeting to order at 11:41 a.m. and in light of the two guests/prospective board members in attendance, suggested a brief round of introductions.

Debbie stated she would entertain a motion to approve the two new prospective directors, as recommended by the Board Development Committee. Eddie moved to approve them as members and Pam seconded; motion passed by unanimous consent.

II. President’s Report

• Hurricane Relief efforts – update:

Scott shared current information regarding the ongoing hurricane relief efforts, saying first that while the district has been able to successfully handle issues as they arise, there have also already been less-expected obstacles, such as driver shortages. Highlights of the community’s support so far include:

• Office Depot and Target have both provided grants to assist with necessities for students and schools; other partners providing resources have included Goodwill, WFTV Channel 9, and Disney. Over 2,600 backpacks have been donated (or purchased with donated funds) and packed with supplies; these are in the process of being distributed to the students in need through their school(s) of enrollment.

• There have been multiple large deliveries and subsequent sorting efforts at A Gift For Teaching’s warehouse, for a variety of donated items, including clothing and...
personal hygiene products.

- The newly-established OCPS Family Fund has received about $9,000 in contributions designated for assisting local families impacted by the storms.

- The district has been onsite at the Orlando International Airport, to welcome families and individuals arriving from storm-impacted areas, and especially Puerto Rico. Through this set up, OCPS has been able to provide several students with scholarships, and to hire 50 new district employees, providing them with a job before they even leave the airport.

- SeaWorld hosted a Holiday Splash event attended for free by 400 families, including some who also received free transportation to the event because they could not attend otherwise.

- Universal Orlando Foundation donated $20,000 for instruments and music for students arriving from Puerto Rico, so they would not experience any impediment to continuing their studies. UOF also created a $40,000 collaborative grant with A Gift For Teaching to provide additional temporary relief.

Pam G. asked whether the Foundation could assist with funding for two probable needs; programs for assisting anyone with a significant language barrier, and, ensuring that new staff receives access to appropriate professional development opportunities. Debi suggested that for the language barrier issue, one excellent resource would be our faith-based partnerships, especially as several area organizations already offer free English classes and other related services.

Debbie emphasized that the best way to maximize our effectiveness may be to narrow our focus to projects where we can have a significant measurable impact.

- **OCPS Gives results:**

  Debi gave final numbers from the 2017 employee giving campaign; this year’s OCPS Gives total was $126,000. This being lower than last year can probably be attributed to donor fatigue, as many local groups have been seeking additional support for hurricane relief, and on that note, we are still receiving donations to the OCPS Family Fund.

  There was an increase in the average gift size, which may be tied to the offer of a free Greenback membership with an increased gift amount or gifts over a certain threshold.

  Of all dollars received, $44,000 was earmarked for the Foundation, and of that, $29,000 is unrestricted funds (for comparison, last year the Foundation received $38,000 in unrestricted dollars).

- **New grant opportunities:**

  Florida Blue just invited us to apply for a $50,000 grant, of which $5,000 is specifically designated for the Title I department’s Parent Academy program and $25,000 to sponsor the upcoming Hall of Fame event.

  Also, the Westgate Resorts Foundation gave the OCPS Kids’ Closet a $15,000 grant.
• **GoGreenback app progress:**

Roger Farwell and other representatives from StartUp Media have been meeting with school principals to share information about the Greenback fundraising option, which requires that schools set up a fund with the Foundation. Pam C. will be able to provide the board with updated numbers in the coming weeks; so far, the Foundation has received $1,400 from the Greenback fundraiser.

• **NFL Alumni Association event at SeaWorld, January 27, 2018:**

The NFLA and SeaWorld event is continuing to develop; the morning portion of the event will consist of leadership programs for the community and the afternoon will be a picnic and tailgate party with NFL alumni. The event planners and organizers are also looking into the possibility of having a girl’s football “camp.”

• **Hall of Fame – update:**

The 2018 Hall of Fame event will be held on May 5 at the Rosen Shingle Creek Resort. Inductees have been selected by committee and are currently being contacted. CenturyLink recently committed to sponsoring the event and additional sponsors are still being sought.

### III. Consent Agenda

*October Board Meeting minutes, October Financials*

Debbie requested a motion to approve the documents as presented; Frankie moved to approve and was seconded by Elise. Motion passed by unanimous consent.

### IV. Committee Reports

- **Board Development Committee:**

Scott shared that the committee had agreed to recommend Audra and Alison to the board for approval (as already done earlier in this meeting). The committee also discussed the need to have a process for determining “partner seats”; these would be for major donor organizations and/or organizations working in parallel with the Foundation’s mission. In addition to defining these seats/roles, there would need to be policies in place for handling various situations that could arise regarding the seats.

The Board Development Committee will meet again in the spring of 2018 to further assess board needs and make recommendations prior to the new slate being written.

- **Community Outreach Committee:**

Elise gave an overview of the Community Outreach Committee’s inaugural meeting; the group agreed that they needed to pick a single, measurable goal for the 2018-19 year, so they would be able to clearly see (and show) their successes and/or failures. The goal decided upon, which will continue to be developed at future meetings of the committee, is to help a certain number of under-resourced schools achieve significant improvement. Some suggested methods for this were through building/strengthening their community and business partner relationships, or by partnering with nearby “successful” schools.
• Executive Committee:

The Executive Committee had no major news to impart to the board, and no items to recommend approval on or request a vote for.

• Finance Committee:

In Tom’s absence, Scott updated the board on the Finance Committee’s activity. The committee has agreed that, currently, reporting on FOCPS’ nine accounts and five instruments is difficult to read and understand. Alexander van den Berg from NBC Securities has advised Scott that this might be something we can rectify in our own reporting, so that will be a target for upcoming meetings. Also, a plan or policy needs to be in place that defines what we are able to do for donations above a certain (as-yet undetermined) threshold that the donor would prefer be held by a different firm(s).

V. Old Business

The new board members were voted on earlier in the meeting; there was no further old business.

VI. New Business

Debi provided an end-of-year trend analysis sheet, although the KPIs still need to be updated.

Joyce reminded the group that anyone thinking about end-of-year giving should think about giving to FOCPS and further supporting the mission.

Debbie invited the entire board to join her in the Duke Energy suite at the Orlando Magic basketball game on January 3, 2018; further details will come from her office. She also thanked everyone who participated in the Teacher Impact Grants judging process.

Pam G. mentioned that she was encouraged by the fact that other school board members were talking/asking about the Foundation in 2017, saying that this hadn’t happened before and that it speaks to the effectiveness of the strategic plan process earlier in the year.

The meeting was adjourned at 12:45 p.m.