BOARD OF DIRECTORS MEETING

11:30 a.m. – June 7, 2018
445 W Amelia St – Café A Conf. Room

Present: Matt Adcock, Chris Arenth, Tom Barthel, Elise Breth, Kelly Flaherty Clark (phn), Debbie Clements, Frankie Callell Elliott, Jose Fernandez, Alan Fidelio, Pam Gould, Diane Gullett, Mike Ison, Judy Jenkins, Erick Kepfer (phn), Sherry Magee, Ryan Mahaffey, Anthony Perez, Alison Rivera, Joyce Romano, Eddie Sanabria, Audra Walters (phn), Ormend Yeilding

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

Absent: Teresa Donaldson, Eric Houston

Guests: Kyle Dencker – Timber Creek High School, Greg Dotson – Merlin Entertainments

I. Call to Order

Debbie called the meeting to order at 11:48 a.m. and thanked everyone for their support throughout the year. Introductions followed for two new prospective board members in attendance; Kyle Dencker and Greg Dotson. Kyle is the OCPS 2019 Teacher of the Year, and as such is automatically offered a seat, and Greg is the Schools & Groups Representative at Merlin Entertainments in Orlando.

Debbie also said thank you to the members who will be leaving the board on June 30; Chris Arenth, Kelly Flaherty Clark, Teresa Donaldson and Judy Jenkins.

II. Consent Agenda

Debbie chose to address the Consent Agenda items first, in order to ensure there was a quorum for voting. For approval or suggested changes, the items to be voted on were past minutes, financials, and the proposed calendar of meetings for the 2018-19 fiscal year. Alan moved to approve all items, (Eddie seconded), motion passed by unanimous consent.

III. President’s and Director’s Reports

*President’s Report:* Scott gave a presentation on the proposed one-mill tax renewal, which has a four-year renewal cycle and will be on the ballot this year. Some key points raised are that this is a renewal of an existing tax and goes directly to support school programs (arts, sports) that will otherwise be underfunded. The gap in funding is due partially to the state-level rollback of Required Local Effort (RLE); essentially, this stops property taxes from rising as
property values increase, which over time has made RLE funding insufficient (as other costs rise).

Tom asked if polling is positive so far; there is not yet any formal data on this. Sherry asked about the “Children’s Tax” being supported by Dick Batchelor; Scott explained that this is a proposed, new, half-mill tax that is not yet designated and is not yet on the ballot. Orange County Commissioners, and others in the community, still have questions on its impact and how the money will be used, and there are concerns regarding governance and accountability. If approved, it will likely go on the November ballot, versus the August ballot that the one-mill renewal will be part of.

Alan asked why the renewal is every four years, and Scott replied that the options are either every two, or every four years; two years is impractical for planning purposes.

Joyce asked if there were any specific voting requirements necessary for the renewal to pass; it is a simple majority vote.

Director’s Report: Debi asked everyone to look at the handout provided on the KPIs as she reviewed several points:

- The “target numbers” will be blank until year-end numbers can be included (after July 1)
- The “revenue” section shows cash received only, major grants money will be coming in soon and change that number dramatically
- Tracking donor numbers and, crucially, retention, will allow for strategic approaches to growth - the cost of raising one dollar is .35 for existing donors versus 1.15 for new
- Tracking volunteers and retention of same, and evaluating best ways to improve on thank-you practices and retaining volunteers whose children have graduated
- Fund growth is continuing to move at a rapid pace; the reduction in administrative fees has been instrumental in this area
- Grant management was added because there are at least nine major grants that need to be tracked in this way, to ensure effective use and reporting

Again, target numbers will be set at year-end; these KPIs are allowing us to assess progress on the bullet points from the 18-month strategic plan.

Scott added that OCPS is currently undergoing a brand refresh and FOCPS will follow suit. Pam C. said it would be advisable to ensure that FOCPS branding remains distinct from the district, to avoid the perception that FOCPS is a division of the district. Debbie mentioned that the current FOCPS branding is not that old (+/- 3 years) and suggested that whatever is decided on, be strong enough to last for 5-10 years or more.

Alan offered that it might be helpful to separate out the endowed funds from the general revenue, for clarity; Debi agreed.

Scott also added that the Strategic Planning Task Force will reactivate in the fall, and that the former Philanthropic Strategic Plan also needs to be reassessed. The general idea will be to integrate specific initiatives into broader focus areas; the revised plan (or plans) will be brought to the board for a vote in December 2018.

IV. Non-consent Agenda (2018-19 Board Slate, 2018-19 Budget, Revised Investment Policy)
Since there had already been significant discussion regarding the slate, a motion to approve was requested; Alan moved, (Eddie seconded), motion passed by unanimous consent.

The budget had also been discussed at length in other meetings; because of its complexity, Tom was asked to give a brief explanation of why the Finance committee was recommending it for approval. He explained that, as requested by the committee and board members, the budget was conservative on support and over-estimated expenses to ensure that programs would consider to receive support and steady growth could be pursued. The committee plans to work on setting goals tied to the budget, for the following year. Jose asked if the outcome of the millage renewal vote would be directly impactful on FOCPS, and Tom explained that it would not have a direct impact on FOCPS from an operational perspective, but that it is still something leadership will factor into plans, either way.

Alan moved to approve the budget as recommended by the Finance committee, (Mike seconded), motion passed by unanimous consent.

Tom next addressed the proposed revisions to the Investment Policy, explaining that the primary goals were to make the language as clear and succinct as possible, give the Finance committee authority to approve the opening or closing of accounts, and provide flexibility to honor donor intent when a requested arrangement would sufficiently benefit FOCPS.

The committee members also recommended this document to the board for approval, and a motion was requested; Alan moved to approve, (Eddie seconded), motion passed by unanimous consent.

V. Committee Reports

- Executive and Board Development Committees:

  Mike thanked committee members for their participation throughout the year, and added that the Board Development committee would meet more frequently in the 2018-19 schedule. All committees would welcome new members, whether from the board or through professional contacts, and Scott also said that as of this year, the chairs of each committee would be included in the Executive committee roster.

- Finance Committee:

  Tom gave an overview of the financials through April (May results would not be ready this early in June), saying that both operating expenses and support were roughly on plan. Grants and scholarships (outgoing) were a bit higher, but also within appropriate range. The investments declined slightly with the market, as is to be expected; fiscal YTD numbers are up about $70,000 though, so the results were positive overall.

  The onsite audit with Clifton Larson Allen will take place in mid-July.

  Tom closed by agreeing with Mike and Scott that seeking new members would be a focus area in the coming year, to provide a fresh perspective and balance.

- Community Outreach Committee:

  Elise explained that members of the committee, along with Pam C. and/or Debi, visited all 10 schools on the designated list. She briefly shared the criteria and goals
for these schools with the group, to refresh memories and inform new members. As previously discussed, the FL DOE Five Star School requirements are the basis for measuring success with this initiative, as those are well-established metrics tied to increased student achievement.

The schools and staff are currently beginning their summer planning, and one of the common requests was for the Read2Succeed program to be either brought to the school, or have an increased presence (if already in place). Sherry asked if Read2Succeed has any associated costs for the schools; there is only a cost for the third-grade program, as it makes use of certified reading tutors. The cost associated with one of these paid reading assistants is $660 for 30 weeks, and Sherry suggested that this would be a great “ask” opportunity. Elise agreed, and added that because the volunteers only go for a half-hour to an hour per week, R2S is also a great way to incorporate workplace volunteering.

• Golf Committee:

Matt gave an update on the preparations for this year’s golf tournament, and also gave some background for the new members, explaining that the tournament is the Foundation’s annual fundraiser and usually brings in about $130-150,000 each time.

The event will take place on October 12 at the Walt Disney World Shades of Green resort, with SGM Engineering returning as the title sponsor. There will be 72 foursomes available this year, of which 41 have sold so far.

VI. Old Business

Debbie thanked everyone for their dedication and time throughout the past year, and for having such positive, friendly attitudes. Scott thanked Debbie for all her work as board chair.

VII. New Business

Debi shared that, thanks to Jose’s involvement, the Foundation was able to facilitate an exciting opportunity for four new OCPS seniors who were displaced by the storm in Puerto Rico. They will attend the Congressional Hispanic Caucus Institute’s internship program in Washington, DC; Jose also attended this program during his student years. The largest donor to this effort was the Morgan & Morgan law firm. These students may be invited to a future board meeting, to share their experiences.

Lovell Elementary School, which has a high percentage of migrant worker families, was also assisted recently through the Foundation, receiving funding for transportation to a Disney Animal Kingdom field trip. Hello Florida! Destination Management’s Field Trip Fund provided the money for Lovell’s students, and they will be bringing back the Round Up for Charity event this August.

Eddie strongly encouraged new board members to apply for the next Leadership Orange class, and Debbie urged participation in FOCPS committees as a great way to get involved.

Meeting adjourned at 1:34 p.m.