I. Call to Order

Mike called the meeting to order at 11:40 a.m.

II. Consent Agenda

There were no suggested changes. Alan Fidelo moved to approve the consent agenda; Michael Hsu seconded; motion passed by unanimous consent.

III. President’s and Director’s Reports

**President’s Report**: Scott shared the status of the brand update of the district logos. It has been about 10 years since the OCPS logo was updated. A soft launch was recently rolled out. Directions were given to OCPS staff regarding brand consistency and stability. The new brand is now featured on the OCPS website and the website has a new look. Possible Foundation logo updates to align with the OCPS logos will be presented to the Executive Committee and a final version will be brought back to the Board.

OCPS Gives will be displayed on the district website once an easy-to-locate spot to place the link is identified. It will likely be part of the intranet pages.

**Board vacancies**: Dr. Patricia Fritzler is replacing Dr. Diane Gullett as the district leadership representative. She had a principal’s meeting this morning and could not
attend but will try to dial in. She will assist with community outreach. We are working to fill a few other vacancies on the Board and recruit additional members for the Finance Committee. Some excellent candidates were identified and will be presented to the Board Development Committee. We are waiting for the Orlando Magic to identify a replacement for Anthony Perez. Any candidate suggestions should be sent to Scott or Debi.

**Senior Director’s Report:** Debi introduced Christi Bush, who replaced Ellie. Watch out for her emails and materials from her.

The Consortium is rolling out a **refreshed Support Education tag**. They provided new marketing materials at the quarterly last meeting with more coming soon. Information will be shared on how to renew or swap your plate and much more. Market research revealed that people were not relating the images on the old plate to education and were not concerned if educational images were part of the artwork. Color schemes and an attractive-looking plate were more important and is driving sales. Scott reminded the board that we contributed funds to produce this research and every district had a proportionate share of the expense. Part of the redesign included a cost for the Consortium to provide new inventory quickly to DMV offices. The target rollout timeframe is November 2019. The Consortium is working with a couple of the county tax assessors to figure out how best to share this information.

**OCPS Gives:** The Foundation took this over from United Way about two years ago. The Foundation has control of the messaging and records, which gives us direct access to know what’s coming to us. Last year with the hurricanes coming through, giving was slightly down. We hope to see a rise in giving this year.

The campaign will run from October 9 to November 9 for employees who choose to give via payroll deduction. We send each employee a link to a simple form to complete. We moved the start date of the deductions to January 1 from December 1 to reduce confusion for donors. We may leave the campaign open through the month of November and even December for one-time gifts.

During December, we will send an annual reminder to board members who personally give, showing current giving today to allow them to plan out their giving. All board members are asked to make a gift that is meaningful for them. We do not have a minimum amount, and 100% board participation is very important to achieve in order to strengthen grants and other messaging.

All employees who give through payroll deduction will receive an immediate email thank-you each month. The email will include details on how their gifts are being used. We are also challenging the schools to aim for a 75% or higher participation rate for their employees to give $1 minimum per paycheck or $20 per year and providing incentives to principals.

**GenerationWOW:** This is an opportunity for 400 high school girls and 200 women from the community to connect and network. We are seeking sponsorships in order to cover costs only; sponsorship information was included in recent emails from Debi. If your company would like to be a part of this, please let Debi know. Having Pam, Ermelinda and Kathleen on the team has led to great partnership opportunities.
For example, Spoleto Italian Kitchen is catering this event. They came in through Partners in Education, and are also working with the CTE to build a program of culinary internships in terms of scholarships. They were thrilled to participate and gave us a great discount. Those opportunities to connect in various ways help deepen relationships. Finally, we need volunteers to help run the event.

Mike shared that he sent Debi’s email to their community reinvestment team. Perhaps other board members at banks can do the same to receive CRA credit and recruit female volunteers as well.

Mentors have until October 17 to sign up. This will allow us two weeks to complete level 1 background screening. Available spots are filling quickly. This is the first of what will be a larger sustained effort in mentoring and support for young women in high school going forward. The girls from each school will start Generation WOW clubs and continue these mentoring relationships. The goal is to make this an annual event. If you have women your network with wisdom to share, at whatever age and stage, please invite them to participate. Mentoring and building relationships is a great way to build leadership.

This will be an “edutainment” presentation. The mentors and students will partner up, take a walk together around the Plaza Live area and sit in groups to eat. Buses will transport the students back to their respective schools.

The program is focused on sophomore and junior girls who are just rolling along and have not blossomed yet and are not yet drawing positive or negative attention, but still need that support. These girls are more vulnerable to peer pressure and to allowing external opinions to determine their self-worth. This program will also focus on career exploration and give them a chance to identify with a profession or industry that inspires them.

IV. Non-consent Agenda

No Non-Consent Agenda items for today’s meeting.

V. Committee Reports

- Executive Committee:
  
  Mike reported that everything discussed was covered in the Executive Meeting, including introduction of new staff.

- Finance Committee:

  Tom shared that the Finance Committee met in September with NBC Securities, as is done annually. NBCS is our counsel and financial advisor for our investment accounts. Annually, they provide us with an overall economic outlook and how it’s relevant to our investment accounts. Overall, we maintained a favorable outlook. Our investment accounts with a limit of 65% equity; we are hardly at 62%. Our equities have been growing; we will watch that and maintain our 65% limit. We will have to shift some over to fixed income if we happen to go over.
Currently, there are no issues with the external independent audit. We were waiting on a complete appraisal of the donated copy of the genetic code.

Debi found an appraiser in Palm Beach who has experience with these types of documents. She sent the details and photos he requested and is waiting for his report. The general opinion he gave is that it’s probably worth around $3000 because it is not one-of-a-kind and is a high-quality copy. Even though it includes the original signature of a Nobel-Prize-winning geneticist who is deceased, the item could be recreated if absolutely necessary. The appraiser is looking at the details and is able to talk to Dr. Nirenberg’s spouse if he has any questions.

Tom shared that while we are very proud of owning it, it’s no longer considered material to our assets and we need to communicate that we do not want to delay or having any delays in our audit.

Joyce asked if the materiality is an absolute value in the finance world or is it based on our scope of assets and its percentage of our assets? Per Tom, it’s our scope of assets and the threshold is about 5%. We intend to keep and display it. From an audit standpoint, our auditors simply need to make sure that it was not valued at $1 million.

Tom continued the Finance Report. Our investments on our balance sheet right now are through August. September is not yet available. Support was $882,000 against the plan of $587,000; $300,000 was a bookkeeping change in recognition of district funds we now hold. Scholarships and grants given were $620K, right on plan for August. Administrative expenses are at $100,000 against the plan of $65,000. It appears we are $35,000 over budget, but that is not correct. There are $33,000 marked as donations that need to be reclassified.

- **Community Outreach Committee:**

  Pam reported that the Committee met in September. The Committee put a collaborative piece together to show what the Committee is doing and why, as well as how we are reaching out to obtain resources for the ten identified schools. Kudos to the committee for compiling this and keeping us on the same page.

  A few schools on our list are not paired with faith-based partners. Currently there are three schools with new principals. The goal is to meet with all the schools by the next Committee meeting. The Committee members will now meet every other month while Pam and Elise continue to meet monthly.

- **Teacher impact grants:** Many board members like to participate in distributing these. Materials are ready to go and Susan will reach out to let people sign up. She is looking at and talking with Scott about ways to modify teacher grants that would be beneficial to teachers.

- **Golf Committee:**

  There is still some room for teams. Last year, we were at $129,630 at this point before the tournament; this year we are at $137,675. A lot of this is has to do with
much better work in capturing pledges up front and making sure they are paid before the tournament. The Committee has looked at lots of new ways to recognize sponsors and provide increased signage. Everyone should have received a postcard, which provides a sense of the rebranding. There are many beautiful stewardship elements, including the GPS and videos in the carts themselves.

The Committee is in talks with SGM Engineering, who is interested in becoming the Foundation’s Golf sponsor indefinitely. They are very happy with the rebranding and the exposure. The Committee is thinking about how they can increase involvement from other industries besides construction. They are working with the Marketing & Events team on some elements for next year.

The luncheon will be at Shades of Green. We can always use more volunteers if you are not playing. We would love to have our Foundation board members there to thank everyone. Susan will share information with staff volunteers on Tuesday. There are also conversations about incorporating a Top Golf event in the spring.

- Strategic Planning Task Force:

The Strategic Planning Task Force has met twice and is focusing on realignment of the goals and incorporating the Philanthropic Strategic Plan. Consultant Dan Entwhistle from Curium Solutions did a TetraMap assessment for the Task Force. TetraMap is a framework for understanding behavior, including one’s own and others’ preferences for approaching work and communication. We focused on locking down our goals, then coming up with clear definitions of those goals. Pending questions include how we will measure our outcomes and success. The Task Force plans to bring a final draft to the full board on December 13. Ormend asked if we can add the following to the to-do list: what are we doing and how is it organized? Alan shared the new plan is more about strategy or things we want to accomplish.

The next meeting needs to be either rescheduled or cancelled. Extending the final meeting planned for November 6 will be easier than setting a new date.

- Top Talent:

Greg shared that planning meetings need to be scheduled. The event date will hopefully be April 27. Plaza Live is being explored as a possible venue. Debi thanked Michael Hsu for connecting us with Plaza Live for the Gen WOW event; they gave us a generous discount, one we hope to replicate for Top Talent. Greg added that there will be more information to come in the future.

VI. Old Business

There are none

VII. New Business

There was a concern that the Articles of Incorporation may limit the scope of the
Foundation’s work to only the K-12 space. We have operated beyond these: we are looking at Early Learning, including birth through Kindergarten aspects, and work on success after high school, scholarships, and with alumni who want to mentor. Upon review, the Articles do not limit our work. We may need to look at our bylaws instead. Mike suggested that we make this an agenda item for the next Task Force meeting.

Ermelinda reminded the Board that Teach-in is coming up November 14. To date, 151 schools have submitted Teach-In coordinators. Ermelinda has given the coordinators and principals a team drive with all materials, posters, and manuals they need to make it successful. Board members and their businesses are invited to participate this year. We are now able to run reports and provide more data on this project. Publix Charities provided a grant two years ago that allows us to produce and print all the materials needed.

VIII. Adjourn

Meeting adjourned at 12:42 p.m.