BOARD OF DIRECTORS MEETING

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

Present:  Tom Barthel, Elise Breth, Debbie Clements, John DeLuca (phn), Kyle Dencker, Greg Dotson, Frankie Callen Elliott, Jose Fernandez, Alan Fideleo, Pam Gould, Erick Kepfer (phn), Ryan Mahaffey, Joyce Romano, Eddie Sanabria, Audra Walters, Ormand Yeilding

Staff:  Susan Barnhill, Pam Carson, Lola Gangi, Scott Howat, Ellie Muir-Fike, Debi Pedraza, Ermelinda Rolon, Kathleen Wright

Absent:  Matt Adcock, Patricia Fritzler, Michael Hsu, Mike Ison, Allison Rivera

I. Call to Order

Debbie called the meeting to order at 11:44 a.m. and explained that Mike had a schedule conflict today but would chair the next meeting.

II. Consent Agenda

The first order of business was the consent agenda, which consisted of only the previous meeting’s minutes, as the financial statements were still technically “drafts” due to the audit process. Debbie asked if there were any suggested changes, and hearing none, requested a motion to approve. Alan moved to approve the minutes as written, (Eddie seconded), motion passed by unanimous consent.

III. President’s and Director’s Reports

President’s Report: Scott shared that the first couple of weeks of school had gone very smoothly this year, and thanked everyone for supporting the one-mill referendum on the August 28 ballot. More than 85% of voters supported the renewal, and Scott re-emphasized how important these funds are to the district, staff, and students.

Scott also thanked Frankie for helping to involve the Orlando Regional Realtors Association, which provided signs that were placed throughout the county in previous weeks, to raise awareness of the upcoming vote.

The next item for discussion were some changes to the makeup of the board, as follows. Diane Gullett accepted a position offered to her by the former Deputy Superintendent, Dr. Jesus Jara, in his new role as the Superintendent of Schools in Las Vegas, NV. Dr. Patricia
Fritzler, another Area Superintendent with OCPS, has been suggested as a replacement. Eric Houston resigned due to personal reasons, after many years on the board, and serving as chair of the Golf Committee. Anthony Perez of the Orlando Magic has accepted a position with a company out of state, and will be relocating by early 2019; he will depart the board sometime in the coming months.

Scott asked if anyone had suggestions or candidates in mind, to please send them to himself and/or Debi for vetting; the board will of course vote on any new members.

Debi noted that leadership at the Orlando Magic have offered to fill Anthony’s seat with an appropriate representative when the time comes, which will be helpful in maintaining the partnership/relationship between FOCPS and the Magic.

Joyce mentioned that the new UCF campus downtown would be a good connection, and Debbie mentioned that it would be good to have someone on the board from the Lake Nona area, which is growing and is currently not represented.

The last item Scott brought up was the brand refresh or stabilization that OCPS is currently undergoing, and that the Executive Committee agreed that this is a great opportunity for the Foundation to also update its logo and other branding materials.

The OCPS Graphics team will work on this for the Foundation, so it will not be an expense, and the Executive Committee will narrow down their initial offerings and bring suitable options to the board for review later in the year.

The goal, both for OCPS and for FOCPS, is to create further alignment, and modernize the logos while also making them more definitive and distinct within their respective markets.

As a side-note, Debi and Scott will make sure that the board is on the distribution list for OCPS News You Can Use email blasts.

Director’s Report: Debi reported that the current Talk of the Town Restaurant Group’s Round Up For Charity was even more successful than last year, raising more than $17,500 already for the STEM Field Trip Fund. They held two special dinners, which had great responses from the community, and Debi thanked everyone who was able to attend and support this cause.

Pam Gould and Debi, among others, have been working on a new program called GenWow, which aims to pair business and community leaders with young women for mentorship. There will be an informational lunch on October 16, with the main event happening from 2 to 6 p.m. at The Plaza downtown. Twenty sophomores and juniors from each OCPS high school will attend, and have the opportunity to meet and talk with several hundred women, working in various fields, and begin to form mentoring connections with them.

Audra had invited Debi to a Women in Leadership meeting, where similar things were discussed, so they will be exploring ways to tie that in as well.

Debi thanked Pam for all her hard work on this, and added that new board member Michael Hsu had assisted with procuring the venue at a significant discount.

The next item for discussion was the GreenBack app; Pam explained for anyone who did not
already have the app, that it is essentially a digital version of the coupon books that schools
used to sell as fundraisers. So far, the program has seen $16,275 in sales, and about $14,000
in revenue, split between the schools, OCPS Gives, and the Foundation. The recent offer to
employees to purchase the app at a discount, has led to the largest sign-up numbers yet.

Scott added that the app includes 400,000 partners, for discounts nationwide, and Debi
noted that as a fundraiser, it provides four ways of bringing in money. The four ways are:
when a purchaser chooses the Foundation as their “cause,” when they make a purchase with
one of the discounts, when they choose to support a school, and when they renew.

IV. Non-consent Agenda (Board seats and roles)

Debbie requested a motion to approve the appointments of Eddie Sanabria as Chair-Elect,
which had already been discussed but was not yet official, and Dr. Patricia Fritzler as an
OCPS representative to replace Diane Gullett on the board.

Jose moved to approve these changes, (Tom seconded), and the motion passed by
unanimous consent.

Scott added, for informational purposes, that all committee chairs were now invited to sit on
the Executive Committee, to enhance communication and foster leadership.

V. Committee Reports

- Executive:

Eddie explained that most of what was discussed at the Executive Committee’s
recent meeting had already been mentioned by either Scott, Debi or Pam. He added
that all the committees would benefit from new members, and welcome suggestions.

- Finance Committee:

Tom gave an overview of the year-end numbers, explaining that direct support was
equal to $2,578,000, which was well over plan, and that distributions to schools and
grants also exceeded plan, while administrative expenses stayed even with plan.

Total assets were up $600,000, to $3,500,000, of which $3,249,000 is investments.

It has been a good year so far, and the audit is proceeding without difficulty and the
Finance Committee would be debriefed on the results in September or October.

Debi needed to interject here because she had news from Clifton Larson Allen
regarding an asset; the genetic code notes donated at the time of the Hall of Fame
2017 event would need to be appraised and included in the total assets for the audit.
The gift was going to have to be insured eventually regardless, as the intent is for it
to “tour” each of the OCPS high schools.

Erick asked if there was a policy on this and Debi explained that it was a new
situation for the Foundation. The donor will be contacted to see if she has any
existing appraisals available; if not, the Foundation will hire an appraiser.
Audra shared that she has a contact who might be able to assist.

Tom returned to the Finance Committee update, to share that they had five
objectives for the 2018-19 fiscal year: to have a clean audit, to recruit two or three new members, to obtain Donor Gift Commitment Agreements for all existing donors as well as new ones, to re-designate or otherwise resolve the $108,000 line item currently noted as “Board-Designated”, and to become more informed on the Foundation’s top donors through brief info sessions with Debi (during meetings).

- Community Outreach Committee:

Elise explained that, thanks to the committee’s active involvement, there was a great deal of activity over the summer. Each of the 10 focus schools received special attention from their surrounding communities, including donations of clothing, backpacks, supplies, books, and more. Three of the schools received team-building opportunities with Merlin Entertainments, thanks to Greg Dotson, and these faculty members also received training so they could share the exercises in future.

All of the schools received a “C” grade for the past school year, and Orlo Vista ES was awarded Five Star School status by the FL DOE. Only Lake Weston ES received an “F,” and their challenge is primarily attendance-related, while much of the attendance problem is caused by lack of transportation. The committee will continue to work with the school to help resolve this and support the students.

Next steps for the committee include creating materials for sharing the story with the community, especially on social media, and building on existing ties with the OCCPTA to amplify the impact of their efforts.

Pam added that they continue to build on relationships; as an example, Merlin Entertainments also provides free passes to teachers, and Fun Spot has agreed to start donating $2 from every pass purchased to OCPS Community Outreach.

- Golf Committee:

Susan explained that the tournament committee is working hard and doing a great job, and especially thanked Matt for stepping up as the new chair. Sales are at $133,000, and they only need to sell 25 more teams to have a sold-out event. Elise offered to form a team with anyone else from the board who would like to play in the tournament, and Scott asked Susan to send out an updated email to the board so they could respond with interest and the Foundation could place them on teams.

Debi shared that she and Susan had done a site visit at Disney recently, and that while there would be some definite changes, they were all positive ones. She added that the OCPS Graphics team came up with some great updated branding for the tournament as well.

- Philanthropic/Resource Development Committee:

Debi briefly explained the focus of this committee, which Alan will chair. Their discussions and work will be around the entire development process, from fundraising, to recognition, to stewardship and beyond. Anyone who has an interest in how the Foundation raises money; begins, builds, and manages relationships; and reaches out to the community, is welcome to join.
• Top Talent Planning Committee:

Greg told the group that although there had only been one meeting so far, there are already options being discussed for venues, dates, and other details of this event. This OCPS talent showcase was last held in 2014; going forward, it will be held in alternate years from the Hall of Fame events.

Dates being looked at are mostly in late April of 2019, and venue possibilities include The Plaza and Hard Rock at Universal. The committee will work with Scott Evans, the OCPS Arts lead, to develop and grow this fun event.

VI. Old Business

No old business.

VII. New Business

Debi brought handouts of the KPIs, updated through June 30, to share with the board. The document is still a work in progress, but the longer these numbers are tracked, the clearer a picture will emerge. For instance, in the past, Community Outreach has been unable to track the retention rate of volunteers. Now that this is being tracked, it can be clearly seen that there is a very high rate of attrition, and the team can begin to work on solutions.

Some footnotes will be added to explain discrepancies between the numbers on the KPIs and the numbers on the financial statements, and the team will split out the revenue for clarity. Debi explained that part of the purpose of this document is to “show the work,” so that board members can see how all the administrative expenses are incurred – there are many hours dedicated to each area, as fiscal agents.

Scott added that this document is extremely helpful in the strategic planning process, which is about to begin again, and that as the Foundation moves forward, it provides a useful snapshot of change and growth.

Meeting adjourned at 12:58 p.m.