



BOARD OF DIRECTORS' MEETING

www.ChildrensBoard.org

Vision

Hillsborough County will be recognized as one of the top places in the nation to raise children.

Mission

The Children's Board of Hillsborough County promotes the well-being of children and families by **uniting community partners, investing in innovative opportunities, and leading the county in best practices**—so the whole community can realize its full potential.

Meeting Date

Regular Board Meeting
Thursday, November 18, 2010
3:00 p.m.



Children's Board
HILLSBOROUGH COUNTY

Dreams Worth Growing

Board Room • 1002 E. Palm Ave., Tampa, FL 33605



Children's Board
HILLSBOROUGH COUNTY

Dreams Worth Growing

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AGENDA – Regular Board Meeting, November 18, 2010

CALL TO ORDER

V. GODDARD
10 minutes

- Invocation
- Quorum Verification

ROUTINE ACTION - APPROVAL OF MEETING MINUTES

V. GODDARD
5 minutes

- **Approval** of Regular Board Meeting, October 28, 2010

MONTHLY REPORTS

30 minutes

- Chief Executive Officer's Report (*verbal report*) L. Panacek
- Program Presentation - Powerstories/Girlstories (*verbal report*) F. Powers
- Hillsborough Youth Collaborative Report – Community Tampa Bay (*verbal report*) S. Coates
- Chief Executive Officer's Funding Approval Listing

RECOMMENDED ACTION

20 minutes

- **Approval** of Temporary Assistance for Needy Families (TANF) Emergency Contingency Funds D. Dixon
- **Approval** of Authorization to Execute a Request for Qualifications (RFQ) for Public Opinion Research C. Eastman

PUBLIC COMMENT

The Children's Board of Hillsborough County welcomes comments from the public. Those who wish to address the Board may do so at this time. Those addressing the Board should clearly state their full name and affiliation for the official record.

STRATEGIC THINKING

- Open Agenda Item

INFORMATIONAL ITEMS

- None.

ADJOURNMENT OF MEETING

DECMEBER BOARD/COMMITTEE MEETINGS

http://www.childrensboard.org/board_meeting_dates.aspx

December 8, 2010	2:30 P.M.	Finance Committee Meeting Training Conference Room
December 8, 2010	4:00 P.M.	Advocacy Committee Meeting Conference Rooms B/C
December 9, 2010	10:30 A.M.	JOINT Regular Board Meeting with Juvenile Welfare Board (JWB) SPC EpiCenter 13805 58th St. N. (In Largo just off Ulmerton Road)

Routine Action – Approval of Meeting Minutes

REGULAR BOARD MEETING – OCTOBER 28, 2010

Subject	Regular Board Meeting	Date	10/28/10
Facilitator	Luanne J. Panacek, CEO	Meeting Time	3:00 p.m. – 5:00 p.m.
Location	Children’s Board of Hillsborough County 1002 E. Palm Avenue Tampa, Florida 33605 Boardroom	Adjourned	The meeting adjourned at 5:02 p.m.
Board Member Attendance	Valerie Goddard, Board Chair John Evon, Secretary/Treasurer Commissioner Kevin Beckner Chris Brown Nick Cox Doretha Edgecomb Pete Edwards Susan Schneider		
Other Attendees	Luanne J. Panacek, CEO John Bakas, Esq., Board Attorney Yolanda Cotroneo, Board Reporter For a complete list of staff and other attendees, please contact the Board office at (813) 204-1724 or via email at ycotroneo@childrensboard.org .		

Key Points Discussed		
No.	Topic	Highlights
1.	Call to Order	Ms. Valerie Goddard, Board Chair, called the meeting to order at 3:05 p.m. and provided the invocation. There was a quorum established at this meeting with eight (8) Board members present.
2.	Approval of Meeting Minutes, September 22 and August 26, 2010	The Board members reviewed the meeting minutes dated September 22, 2010 and August 26, 2010. Ms. Edgecomb asked that we amend the meeting minutes dated September 22, 2010, Page 4 and asked that the statement regarding ATOS Transportation be amended to read, “Ms. Edgecomb believes that ATOS transportation for families may be essential, but it is not realistic for the School District to provide transportation during the weekends.” Ms. Schneider also asked that we remove her name under signatory section of the meeting minutes and replace it with the Board Chair’s name. These amendments will be made by the Board Clerk. There being no further revisions to the meeting minutes, Mr. Evon made a motion to approve, the motion was seconded by Ms. Edgecomb; and the motion carried by a unanimous vote of 8 to 0.
3.	Monthly Reports and Presentations	Database Decision-making/Sulphur Springs Presentation – Ms. Christi Buell, Principal for Sulphur Springs Elementary, provided the

Key Points Discussed		
No.	Topic	Highlights
		<p>Board with a presentation on the data based decision-making strategies being used at Sulphur Springs Elementary. A copy of the PowerPoint Presentation can be provided, upon request.</p> <p>After the presentation, Ms. Buell indicated that, although, the school has made great strides, they could still use more giveaways for student incentives, continued relationships with community partners and tutors. It was suggested that during the holiday season, that community partners could possibly donate books for the kids, along with toys.</p> <p>Dr. Luanne Panacek, CEO, reported on some of the activities that are ongoing with Sulphur Springs Elementary. She reported that CBHC has been a participant on the Neighborhood of Promise Committee for about a year. One of the key issues is school readiness: What is happening with children before they enter Kindergarten? Many children are not enrolled in Pre-K programs, and we are looking at strategies to get kids into appropriate school readiness programs. One of the things that could help is to have more family daycare homes licensed and qualified to care for kids. The group has also been engaged with Dr. Charles Bottoms who is with the federal Health Centers. There is planning for a new health facility in the Sulphur Springs neighborhood. In addition, the YMCA has received a Philanthropic gift to build a building and has asked CBHC to assist with replicating the model of the Family Support and Resource Center, which could assist with the FCAT tutoring, child development, the safety curriculum, etc.</p> <p>That health care facility will be built around the Year 2012, but in the meantime the activities of the CBHC will be to continue to look at ways to engage parents to get them involved in programs that are not school-based. Another activity will involve tracking the new births in the Sulphur Springs, Just Elementary/West Tampa and Potter/East Tampa neighborhoods.</p> <p>United Cerebral Palsy/Mental Health Care, Inc. Transition Update – Ms. Laura White and Bob Sleczkowski provided the Board with a brief overview on what has occurred since July 1, 2010, when the merger officially took place.</p> <p>The following has transpired:</p> <ul style="list-style-type: none"> • On July 1st, the MSO was dissolved and all clients transitioned by October 30, 2010. • There are two new Boards: one for the agency operations and one for each organization's Foundation. • MHC's Human Resources has transitioned the payroll, and the accounting software is also being transitioned. The new fiscal year will run from the new software. • There are huge facility improvements in the last three months: pool renovation to provide therapy, repavement of the parking lot, new awnings installed, the preschool has been tiled and painted, the roof has been repaired, new landscaping, United Way Day of Caring volunteers provided assistance with painting the modulars and the preschool classes. • The UCP/TB Foundation had two very successful events that raised \$35,000. • They are setting up the new autistic classroom with equipment, etc. with the assistance from many volunteers.

Key Points Discussed		
No.	Topic	Highlights
		<ul style="list-style-type: none"> Hired new staff in the strategic areas of the organization. The Children's Board received their first payment, and in September was approved for a zero balance budget and feel that they are in real good shape, financially. The only debt left is the debt to the Children's Board in the amount of \$136,000. It also looks like there will be about \$62,000 annual loss. In general, there have been presentations made to the United Way, two visits from the National United Cerebral Palsy folks and are very thrilled to see the improvements. The financial audit will begin in November. <p>Ms. White then thanked the Board, staff and all the hard work that everyone has put into allowing this program to continue to serve the kids with special needs in this community.</p> <p>Mr. Ed Cohen, Board Chair of UCP, was introduced and he thanked the Board for their support. His future mission is to build a strong board and board development.</p> <p>Hillsborough Youth Collaborative Report - Ms. Stephanie Coates provided the Board with a monthly report highlighting the HYC's activities during the month of October, 2010. Congratulations were extended to HYC for being the recipient of the Bank of America Neighborhood Excellence Award in the amount of \$200,000, which allows the opportunity to increase capacity within the organization.</p> <p>The HYC members requested a meeting to follow up with Dr. Panacek on their ideas for next year's youth voice strategies. A meeting will be set up by the Executive Office.</p> <p>Chief Executive Funding Level Report – This is a standard monthly report highlighting all of the funding recommendations that have been approved by the CEO.</p> <p>Financial Statements - Board members were provided with the Financial Statements for August 2010.</p> <p>Board Executive Committee Report – Ms. Goddard reminded the Board that there was an issue raised at a previous Board meeting around requests made to staff from Board members. She reminded the Board that there is a Board Policy already in place that generally guides the practice and that any request from a Board member should follow the policy that has been provided.</p> <p>Again, she feels that it is appropriate for Board members to raise issues/requests and receive responses in a timely fashion, but to raise the issue at a Board meeting so that it allows the full Board to hear the issue or request and discuss it among one another. It was also the consensus of the full Board that the CEO makes the determination that whenever there is a request from a Board member, if she feels it requires all Board members to be copied or not on the information.</p>
4.	<p>Recommended Action:</p> <ul style="list-style-type: none"> Approval Fiscal Year 2011 Advocacy Committee Priorities 	<p>Ms. Susan Schneider, Committee Chair, reported that CBHC, United Way of Tampa Bay and Hillsborough County sponsored the fourth Community Legislative Summit at the Children's Board on Thursday, October 7, 2010. Ninety-two attendees prioritized over 30 policy/legislative issues in eleven topic areas. The priorities will be tracked by CBHC and members</p>

Key Points Discussed		
No.	Topic	Highlights
	<ul style="list-style-type: none"> - Approval of Authorization to Execute a Request for Qualifications (RFQ) 	<p>of the Advocacy Committee. Information on progress will be provided monthly.</p> <p>The issues will be compiled into the “Red Book”, which will be presented to elected officials from Hillsborough County at the Legislative Breakfast to be held in early January. As in the past, the Advocacy Committee will develop action plans for each priority and will continue to work collaboratively with our community partners and with other statewide partners on related issues.</p> <p>There being no further comments by the Board, the following recommendation was approved.</p> <p>RECOMMENDED ACTION: APPROVE PRIORITY LEGISLATIVE AND POLICY ISSUES IDENTIFIED AT THE COMMUNITY LEGISLATIVE SUMMIT AS THE CBHC ADVOCACY PLATFORM FOR 2011. The Advocacy Committee moved to approve, and the motion carried by a unanimous vote of 8 to 0.</p> <p>Dr. Panacek reported that the recommendation for the RFQ with regards to the polling was tabled until the next Regular meeting. She indicated that she felt that it was more important for the recommendation to be considered first by the Community, Education and Awareness Committee prior to coming before the full Board.</p> <p>The RFQ will be discussed in a joint Communications/Board Executive Committee meeting scheduled for Wednesday, November 10th at noon. All Board members are invited to attend and participate.</p> <p>The video of the Referendum Workshop is currently being edited, and the link to view the video will be sent out to all Board members that were not in attendance.</p>
5.	Public Comment	Mr. Eugene Harrison, FYL Entertainment, 9435 Windermere Lake Drive, Tampa, Florida. He provided a brief overview of the organization. FYL Entertainment provides entertainment to the prison system, senior citizens, within the schools around positive reinforcement and empowers them with the “I Can” attitude. This was provided for information.
6.	Strategic Thinking	There were no strategic thinking agenda items discussed at this meeting.
7.	Informational Items	There were no informational items provided at the meeting.
8.	Other/New Business	There was no new business discussed at the meeting.
9.	Adjournment	There being no further business to discuss, the meeting was adjourned at 5:02 p.m.
10.	Next Meeting	There is no Regular Board Meeting scheduled in December. The next Regular meeting is scheduled for Thursday, January 13, 2011 at 3:00 p.m.

Action Plan			
No.	Action Item(s)	Owner	Target Date
1.	Meeting Minutes – September 22, 2010 Revisions	Yolanda Cotroneo	Complete.
2.	Set up a follow-up meeting between the CEO and HYC members to follow up on their ideas for next year's youth voice strategies.	Melissa Busi	12/8/10
3.	The Polling RFQ will be discussed in a joint Communications/Board Executive Committee meeting set up for Wednesday, November 10 th at noon and all Board members are invited to attend and participate.	Yolanda Cotroneo	Complete.
4.	General Magistrate Recommendation - This item was provided as information, but will be coming back to the Board as a recommendation for review and/or approval.	Don Dixon	To be scheduled for a future Board meeting.

READ AND APPROVED BY:

VALERIE GODDARD, CHAIR

Monthly Reports

CHIEF EXECUTIVE OFFICER'S REPORT

Verbal Report – Dr. Luanne Panacek, CEO, will be providing the Board with status reports on emerging issues and miscellaneous activities.

PROGRAM PRESENTATION – POWERSTORIES/GIRLSTORIES PROGRAM

Verbal Report – Ms. Fran Powers, along with other members of this program, will provide the Board with a brief overview about their investment in afterschool and share the news that they recently won a National Award.

THE HILLSBOROUGH YOUTH COLLABORATIVE REPORT

November 2010



Goals:

GROW - LEAD - ADVOCATE - SERVE

Towards **growth** of youth leaders

- **Leadership Development Modules** - We are currently implementing a Prudential Youth Leadership Development curriculum. Trainings introduced so far have focused on assessment, team communication, and diversity.

Towards **advocacy** and **youth voice** in the community

- **Advocacy Committee Meeting**, Nov. 10th - 1-2 HYC representatives shared their youth voice by attending and participating in the CBHC Advocacy Committee.
- **Youth Radio**, Nov. 1st - HYC members took a tour of the WMNF Studios and met with staff and board members from WMNF. **Next Steps:** HYC members will write commentaries highlighting issues that are relevant to youth.
- **Academy for the Rights of the Child:** Nov. 15th, 2010 - HYC partnership with Argosy University, working towards raising awareness on the UN Convention on the Rights of the Child and mobilizing the community to become civically engaged.
 - **Proposed Goals:**
 - Educating all Hillsborough County schools on the CRC
 - Public Awareness campaign on the CRC
 - Working with a Civil Rights Attorney to propose ratification of CRC in the City of Tampa
- **Youth Performing Arts Festival** hosted by LULAC: HYC members performed a piece to highlight the power of youth voice in our community.

Towards **service** and **leadership**

- HYC Member, Ashira Pelt, received the Bank of America Student Leader award in recognition of her leadership and service to the community around promoting dialogue and respect to strengthen communities.

Special Invite!

- **Youth Summit** - The HYC will be hosting a Youth Summit on the topic of bullying. Dec. 8th, 2010, 6pm-8pm at the Children's Board. We would like to invite CBHC Board members and staff to attend this event!
 - Does the board have any suggestions of specific groups or individuals that we should invite?

Recommendations or requests for members of the Children's Board of Hillsborough County:

- What impact would you envision for youth being on the radio?

CHIEF EXECUTIVE OFFICER'S FUNDING APPROVAL LISTING
Fiscal Year 2011 (October 1, 2010 - September 30, 2011)

Funding Amount	Category	Agency/Program - Description
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0		October 2010 Total

\$40,000	Match	Hillsborough Education Foundation, Inc. – Graduation Pathways An integrated approach to address the needs of at-risk students and keep them on the path toward high school graduation.
\$15,000	Technical Assistance	Tampa Bay Black Business Investment Corporation (TBBBIC) – Micro lending Project TBBBIC would be responsible for making microloans to low income entrepreneurs and small businesses.
\$55,000		November 2010 Total

\$55,000		Grand Total YTD
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Recommended Action

RECOMMENDED ACTION – APPROVAL OF TEMPORARY ASSISTANCE FOR NEEDY FAMILIES (TANF) EMERGENCY CONTINGENCY FUNDS

NEW BUSINESS

AGENDA NUMBER/NAME: Temporary Assistance for Needy Families (TANF) Emergency Contingency Funds

INITIATOR: Don Dixon, Chief Operating Officer

DATE: Regular Board Meeting, Thursday, August 18, 2010

RECOMMENDED ACTION:

APPROVE AN INCREASE OF \$306,002 TO THE CHILDREN'S BOARD'S FY 2011 BUDGET TO BE APPLIED TO BOTH REVENUE (TANF EMERGENCY CONTINGENCY FUNDS) AND TO PROGRAM EXPENDITURES AND AUTHORIZE STAFF TO ENTER INTO TWO CONTRACTUAL AGREEMENTS; ONE WITH THE CRISIS CENTER OF TAMPA BAY, INC FOR UP TO \$101,180 AND THE OTHER WITH UNITED WAY OF TAMPA BAY, INC. FOR UP TO \$204,822 FOR EACH ORGANIZATION'S SHARE OF THE TOTAL DRAWDOWN.

BACKGROUND:

In FY 2010, the Children's Board of Hillsborough County was made aware of a revenue maximization opportunity involving TANF Emergency Contingency Funds (ECF) through the 2009 American Recovery and Reinvestment Act (ARRA). The Children's Board contacted the United Way of Tampa Bay, Inc. and the Crisis Center of Tampa Bay, Inc. and invited them to participate in this revenue maximization opportunity because of their history of providing basic needs assistance to families in Hillsborough County.

To qualify for ECF awards, agencies had to have had increased non-recurring expenditures in 2009 and 2010 (against the base year of 2007) for services to families that met the following criteria:

- Needed emergency shelter, food clothing transportation, medicine or emotional support;
- Received funding support for 4 months or less; and
- Met federal income guidelines of up to 200% poverty

The total TANF payment is \$771,112. The award amounts are as follows:

- \$465,110 Children's Board (FY 2010 Fund Balance)
- \$101,180 Crisis Center of Tampa Bay, Inc.
- \$204,822 United Way of Tampa Bay, Inc.

FISCAL IMPACT

• FY 2010

Increase revenue in the amount of \$465,110, into Children's Board Fund Balance to be allocated for future agency expenditures as directed.

• FY 2011

Increase revenue by \$306,002.

Increase program expenditures by \$306,002 (Contract with the Crisis Center of Tampa Bay, Inc for up to \$101,180 and with United Way of Tampa Bay, Inc. for up to \$204,822).

RECOMMENDED ACTION – APPROVAL OF AUTHORIZATION TO EXECUTE A REQUEST FOR QUALIFICATIONS (RFQ) FOR PUBLIC OPINION RESEARCH

NEW BUSINESS

AGENDA NUMBER/NAME: Approval of Authorization to Execute a Request for Qualification (RFQ) for Public Opinion Research

INITIATOR: Community Education and Awareness Committee

DATE: Regular Board Meeting, Thursday, November 18, 2010

RECOMMENDED ACTION: APPROVE RECOMMENDATION FROM THE COMMUNITY AWARENESS AND EDUCATION COMMITTEE TO APPROVE AUTHORIZATION TO EXECUTE A REQUEST FOR QUALIFICATION FOR RESEARCH REGARDING ISSUES OF IMPORTANCE CONCERNING THE PROVISION OF CHILDREN'S SERVICES IN HILLSBOROUGH COUNTY.

BACKGROUND:

- In 2006 the Children's Board conducted qualitative and quantitative research to assess funding direction, educational focus and establish a baseline for CBHC name recognition.
- The 2010 Florida Legislature mandated that all existing and new Children's Services Councils be reauthorized by voters. The CBHC has until 2016 to be put on a county referendum for consideration by voters.
- Representatives of the Children's Trust of Miami-Dade recently presented a workshop to CBHC Board and staff regarding the Trust's successful referendum.
- The Children's Trust of Miami-Dade recommended that CBHC issue an RFQ for public opinion research based on the critical and positive role this service played in the successful outcome.
- The research will serve as a baseline for measuring what citizens believe are the most pressing issues facing children and families and the degree to which citizens believe those needs are being currently addressed. **See the attached background information.**

FISCAL IMPACT:

No new dollars are being requested. Dollars will be moved from existing lines in the budget. The Community Education and Awareness Committee discussed this item and agreed that no more than \$75,000 will be spent in executing this contract.

BACKGROUND:

- To support the current efforts of the Board's strategic plan to build system-wide capacity and promote citizens' awareness/access to services, it is recommended that CBHC issue a Request for Qualification (RFQ). This RFQ will search for a vendor to conduct quantitative and qualitative research on issues of importance to the provision of children's services in Hillsborough County and CBHC's role in their provision.
- The research will be designed to guide strategic decision-making for a community-wide dialogue on the needs of children. The research will also serve as a baseline for measuring what citizens believe are the most pressing issues facing children and families and the degree to which citizens believe those needs are being addressed currently.
- The product deliverable requested in the RFQ will include working with an advisory group and conducting the customary research phases of project familiarization, survey instrument design, testing, data collection, tabulation, analysis and reporting. The RFQ will ask applicants to detail prior experience and demonstrated results in the product deliverables outlined. Applicants will include a menu of fees and guaranteed delivery and completion of services by a mutually acceptable date.
- Prior Research - The most recent public opinion research initiative conducted by the Children's Board originated in a Board memo requesting that the initiative begin August 11, 2005. Following the approval of the Board memo, an RFP calling for vendors to conduct the research was issued and began the process.

An advisory committee, comprised of Board members and staff, reviewed all the applications. They subsequently selected the three top vendors who were interviewed in person by the committee. The Committee's final recommendation was to engage vendors Debbie Mason and Bruce Barcelo.

In 2006, Bruce Barcelo conducted quantitative research (polling) and Debbie Mason conducted qualitative research (personal interviews) for a total contract of \$75,000.

- Key findings included:

Quantitative Research:

- Citizens supported addressing youth advocacy issues in our community.
- Citizens believed that there could be long-range positive impact by the services funded by CBHC
- Awareness: name recognition and knowledge about CBHC was low

Qualitative Research:

- Belief in the need for services offered in partnership between CBHC and providers
 - Low level of: current knowledge and awareness of what CBHC funds, progress in addressing most pressing youth advocacy issues and community impact
- CBHC has conferred with The Children's Trust of Miami-Dade (TCT), which recently presented a workshop to CBHC staff and Board regarding the Trust's successful referendum and the role that research played in the outcome. It is the Children's Trust's recommendation that CBHC issue an RFQ for public opinion research services.

Strategic Thinking

This is a standard agenda item in place for any strategic thinking discussions raised by the Board, staff and/or other community stakeholders.

Thank you,

Dr. Luanne J. Panacek, Ed.D.
Chief Executive Officer