

Approved

	CRRD and SREL-Finance/Advocacy Joint Meeting August 25, 2009 10:00AM 6301 NW 5th Way, Suite 3400 Fort Lauderdale, FL 33309
Board Members in Attendance: Staff in attendance: Others in attendance:	<p>Robyn Perlman, Coalition Board Vice-Chair</p> <p>Penny Westberry, Chief Executive Officer; Deborah David, Director of Community Relations & Resource Development; Marcie Westover, Community Relations and Resource Development Assistant</p> <p>Linda Flynn, Kathy Woodrum, Monica Pujol-Nassif, Ann de las Pozas, Shawn Lamarche, Yanick Goutier, Mark Gross, Katherine Danio, Sharon Cohen, Anita Platt, and Pam James, Andrea Nelson.</p>
Welcome and Brief Introductions of Participants	
<p>Robyn Perlman called the meeting to order at 10:03 a.m. Self introductions were made.</p>	
Public Comment	
<p>None.</p>	
Goals of Each Committee and the Viability of Working Together on Projects in Relationship to the ELC Committee Goals	
<p>Deborah David gave a brief history of the child scholarship initiative and survey. The next suggested steps were to find out the needs and resources of the early childhood providers through a questionnaire. Penny Westberry noted the goal for both committees was to increase financial and other resources for early care and education providers.</p> <p>Robyn Perlman stated the three goals for the joint committee were:</p> <ul style="list-style-type: none"> • Create a better business model for providers • Create a solid connection between the individual provider and the community they serve • Create an early care and education system-wide connection to the community at-large <p>Ms. Perlman then highlighted the idea of having each provider use an innovative idea to raise or cut costs by \$1,000 that would capture a \$1 million system-wide. This information could then be taken to the business community.</p> <p>Katherine Danio noted the Mailman Segal Institute's Early Literacy Program has some research information that would be valuable to the group.</p>	
Review of Questionnaire with Discussion on Modification and Goals	
<p>Ms. Perlman directed the participants to the Operating Budgets sheet. She suggested the focus areas for the questionnaire be financial health, and the provider interaction with the community and as a system as a whole in the community. She said the questions should circle back to these</p>	

focus areas.

Ms. Perlman also suggested working with providers to create a “financial package” with parents. She later passed out a sheet showcasing how colleges formulated this plan and how it could be changed to serve providers.

Ms. David said financial health and communication are important, but some providers need assistance in other areas. Ms. Westberry said the main concept was germinated after seeing providers with great business models; this is an opportunity for those providers to share with others how to be successful.

Kathy Woodrum stated child care businesses are important to businesses in the community and that “Wachovia can’t run without child care providers in the community.” She also suggested recognizing providers at Wachovia locations through the Provider Recognition program. Mark Gross suggested the questionnaire also include a question asking how providers perceive themselves as business leaders.

Linda Flynn said ideally the next step should be focus groups, each representing the unique types of providers (ex: child care facilities/centers, family child care homes, and private/religious schools). Afterwards a survey could go out to all providers.

Next Steps

Ms. Perlman said the next steps would be to re-email both the questionnaire and the operating budgets for additional review by participants, and then for Ms. Flynn to speak with Ms. Danio about relative current research.

In regards to the focus groups Ms. Flynn was willing to be a moderator. Mr. Gross said the focus groups should be done on an appropriate scale.

The group further discussed the creation of a toolkit to assist providers with the identified needs Andrea Nelson suggested having a corporate sponsor do the kit with the notion they are helping to change the face of child care business in Broward County.

Ms. David will speak about the initiative at the next quarterly provider meeting on September 3rd.

Public Comment

None.

Next Meeting Date/Adjourn

The next meeting date is yet to be determined. The meeting adjourned at 11:34 a.m.

These minutes contain the action items of the CRRD Committee and the SREL-Finance/Advocacy Subcommittee. They do not include all the facets of each issues discussed. A tape recording of the meeting is held in the Coalition office.

Submitted by Marcie Westover CRRD Assistant
Reviewed by Deborah David, Director of CRRD