

Board of Directors Quarterly Meeting

November 14, 2022

MINUTES

Date: November 14, 2022

Time: 6:00-7:00 p.m.

Location: Collaborative Labs, SPC EPI Center, Forest Room (Room 1-424), 13805 58th Street North, Largo

BOD Members present: Brett Bina, Jo-Lynn Brown, Thomas Furlong, Gershom Faulkner, Nikki Gaskin-Capehart, Michelle Grimsley, Alysen Heil, Kimberly Jackson, Adam Johnson, Daniel Mageras, Elizabeth Sembler

SPC Leadership representation: Susan Demers, Matthew Liao-Troth

ISPS Staff: Aron Bryce, Sam Jenkins, Matthew Lee, Sharon Panov

Guests: David Alvarez (CRI), Dan Shuey (CRI), Adam Horn (Truist) Clark Mason (RBC)

Discussion Items	Action/Response
1. Welcome/Call to Order <i>Jo-Lynn Brown, Chair</i>	The meeting was called to order at 6:03 p.m.
2. Review and approval of minutes: a) August 16, 2022 APPENDIX A b) August 26, 2022 Special Meeting APPENDIX B	<p>August 16, 2022 Minutes were approved.</p> <p>August 26, 2022 Minutes were approved.</p>
3. Finance Presentation/Other a) <i>Dan Shuey (Carr, Riggs & Ingram)</i> Current Status APPENDIX C b) <i>Dan Mageras- Finance Committee</i> Chair c) <i>Adam Horn- Truist Bank</i> d) <i>Clark Mason- RBC</i>	<p><i>Dan Shuey</i> provided an overview of current financial status. Cash totals \$53,149, \$25,000 of that is restricted funds. There are currently no accounts receivable. Assets total \$14,299,336. Liabilities include \$7,800 accounts payable and \$104,000 due to SPC for the quarter expenses. The deposit from RBC will show up in the October financial report. Dan will make manual adjustment to the ISPS QuickBooks to correct the figures for budget year-to-date totals.</p> <p>The Financial Report was approved.</p> <p><i>Finance Committee Chair Dan Mageras</i> provided a brief background of the ISPS investment funds.</p> <p><i>Adam Horn</i> of Truist Bank (formerly SunTrust) provided a self-introduction and brief background of relationship with SPC/ISPS.</p> <p><i>Clark Mason</i> of RBC provided a brief self-introduction and background of relationship with SPC Foundation. Clark provided an overview of current investment. On 10/31/22 1MM was moved from RBC to Truist Bank. On 10/31/22 7MM was moved to short-term bond account with 60% equity, 40% fixed income allocation. There has been 150K in gains since investment. Statements with details will be available soon.</p>
4. Executive Director/Team Report a) Compliance b) Strategic Plan c) Programs and CY- 2022-2023 Highlights to date d) Statewide Update e) Web/Social Media Update	<p><i>Executive Director Kimberly Jackson</i> thanked the Finance Committee for work done on the investment policy and transfer of funds.</p> <p>Highlights of <i>ED Jackson's</i> report: ISPS is creating a Compliance folder, for BOD access (and be open to Sunshine) which will contain written agreements, policies, tax forms, audits, strategic plan, budget information, provider information.</p>

f) Development

ED Jackson shared Screenshot of Strategic Plan goals from ISPS website: (goal 1) Branding, content development, statewide impact. Highlights of Strategic Plan goals, achievements, work in progress include getting across the state, driving traffic to our website, increasing media presence.

Graphic Designer Matthew Lee provided an overview of efforts to streamline access to events and information via ISPS website and efforts to increase engagement via social media including Facebook, Instagram, and YouTube. Facebook presence has grown tremendously. The board was encouraged to go linktr.ee/spcisps for access to all social media platforms.

Associate Director Sam Jenkins provided an overview of efforts to improve, and achievements made in increasing media presence, including partnerships and media mentions and articles. *Director Tom Furlong* suggested introductions to media outlets across the state, including Tallahassee newspapers. *Sam* provided a list of news outlets ISPS has reached out to. The goal is to submit simultaneous press releases across the state.

ED Jackson provided updates on Goal 2 of Strategic Plan including content development - sharing a screen from the Strategic Plan on the ISPS website with links to 2020, 2021 highlights, and 2022 end of year; ISPS has made progress in bringing stakeholders together on a range of social, political, and economic topics; achievements include providing hybrid opportunities for statewide audience; leveraging community partnerships.

ED Jackson provided updates on Goal 3 including statewide impact – collaborating with FCS institutions, creating programs related to statewide issues, Florida College Day, investing in student pipeline including Model UN.

Sam Jenkins provided overview of Fall 2022 programs: Organize for Legislative Advocacy on 9/15/22; The State of Aging in Florida on 9/20/22; The Business of Art on 10/12/22; Election Talk with David Jolly on 11/3/22; Grand Debate Finals on 11/17/22; Foundation for the Future - Building our Housing Landscape on 12/7/22; Autism Awareness Breakfast on 12/8/22 which will use up much of the remainder of the restricted Autism Awareness funds in the form of Honoria for this event. All campuses were utilized as locations for this year's events.

Director Elizabeth Sembler requested information on the general schedule for publicizing events, how much advance notice is given before event for public or private event. She encouraged getting information out sooner rather than later.

ED Jackson responded that public event information is posted on the ISPS website and Facebook for about 2-3 months and shared with partners to promote. The two private events (Autism Awareness Breakfast, Housing Forum) were by invitation only and invitations were sent out as information for the events became available, not an ideal timeframe, but efforts are being made to improve on the lead time for event promotion.

Tom Furlong suggested focusing on various interest groups to increase activity as some people may not go to Facebook to get information. He suggested placing ads several weeks in advance in the Tampa Bay Times (for example) to reach a broader audience. *ED Jackson* said getting in-person attendees was still a challenge, and some still prefer to attend virtually or view the video of an event. *Sam Jenkins* said ads were run in Tampa Bay Newspapers for Tarpon Springs, Pasco, Hernando, with a mix of organic and paid promotions; Sam plans to explore advertising with Tampa Bay Times. *Tom Furlong* added that the Times has an established relationship with SPC, would be a good connection. *ED Jackson* added that ads are also placed in community newspapers and neighborhood associations.

Director Gershom Faulkner suggested utilizing partnerships with other organizations with the same audience. *Sam Jenkins* is joining various organizations, attending chamber meetings, and growing contact list.

Sam Jenkins showed an example of the questionnaire sent to attendees to gather information on how they rated the event experience.

Statewide Coordinator Aron Bryce provided an overview of statewide efforts: including becoming members of the Assoc of Florida Colleges (AFC), sending event information to AFC 5266 members via the e-magazine "CURRENT;" having dialogue with Dr. Larry Tyree, executive director/CEO of AFC; making plans to attend the AFC annual conference. Aron is working on a program that focuses on concept canine ties to emotional infrastructure to be held at SPC Vet Tech campus. Aron is coordinating with sister state colleges to promote ISPS programs, advancing statewide objectives, utilizing statewide contacts and regional networks.

Mathew Lee provided an overview of website metrics for the quarter. Engagement is up, total users has increased 18%, especially during events. Top website post/page includes the Voter Education page. Website metrics show 97% of users are new visitors, with most of those users accessing from a desktop computer. Top referral link is St. Pete Catalyst newsletter, coming in next is the ISPS newsletter via Constant Contact, then Facebook. There are currently 915 Facebook followers, up from 827 in the last 90 days, and 155 Instagram followers, up from 131. Social Media metrics reach show Facebook reach is down by 21%, Instagram is up by 1000%, the main spike representing Voter Education Series where ISPS and Palm Beach State College were all posting. *Tom Furlong* suggested using LinkedIn to increase exposure and perhaps Tumbler. *Matthew* is working with the SPC social media manager for permissions on additional social media usage.

ED Jackson requested board members participate in Giving Tuesday and support ISPS. *SPC Vice President Matthew Liao-Troth* inquired about the goals for fundraising or participation. *ED Jackson* responded that the goal is 100% of board member contribution (for the purpose of applying for grants, currently 9/13 board members have contributed), with total of \$22,000 for the fiscal year. Duke Energy has donated \$10K in the past two years, but whether ISPS will receive those funds again this year is still unknown. *Tom Furlong* suggested reaching out to BayCare Healthcare to sponsor an event that they may provide an info table in exchange for. *ED Jackson* agreed, adding that the goal is to obtain 2-3

	<p>large sponsors rather than smaller program-specific donors. <i>Sam Jenkins</i> added that HCA sponsored the housing forum.</p>
<p>5. Chair Report <i>Jo-Lynn Brown</i></p>	<p><i>BOD Chair Jo-Lynn Brown</i> recognized committees and members for their contributions. Jo-Lynn reiterated the importance of Board participation in fundraising. A survey will be sent to the Board to gather information on possibly scheduling a Holiday or New Year gathering. The Board Retreat is scheduled for Feb 13 after the board meeting. Jo-Lynn encouraged board members to attend Next meeting – try to be in-person.</p> <p><i>ED Jackson</i> provided an overview of the speaker for Board Retreat – Charlie Imbergamo, of Nonprofit Leadership Center.</p> <p><i>Jo-Lynn Brown</i> will be speaking with members regarding goals and interests.</p>
<p>6. New Business</p>	
<p>7. Comments</p>	<p><i>Director Alysén Heil</i> said that hopefully ISPS can add Pasco Hernando State College (PHSC) to the great debate next year.</p>
<p>8. Wrap-up and Adjournment</p> <p><i>Respectfully submitted by Sharon Panov, Recorder.</i></p>	<p>The meeting was adjourned at 7:19 p.m.</p> <p>Next meeting to be held on February 13, 2023.</p>