



Board of Directors February 8, 2021 Quarterly Meeting Minutes

Date: February 8, 2021

Time: 6:00-7:00

Location: Virtual (via Zoom)

Board members present: Bridgette Bello, Jo-Lynn Brown (new), Ken Burke, Gershom Faulkner, Watson Haynes, Adam Johnson, Jeff Johnson, Laurie King, Daniel Mageras (new), Debra Prewitt, Elizabeth Sembler (new, joined by phone), Irene Sullivan

Board members absent: Aron Bryce, Nikki Capehart, George Greer, Richard Jacobs

Ex-officio members present: Kimberly Jackson

Ex-officio members absent: Tonjua Williams

SPC Administration present: Jamelle Conner, Suzanne Gardner, Matthew Liao-Troth, Mark Strickland

ISPS Team members present: Kyle Bell (Zoom administrator), Ellen Fontana, Briana Harper, Sharon Panov

Guests: Sam Jenkins, Jacqui May

Discussion Items	Action/Response
1. Welcome / Call to Order	Chair Irene Sullivan called the meeting to order at 6:04 p.m.
2. Introduction of New Board Members <ul style="list-style-type: none"> ▪ Jo-Lynn Brown ▪ Daniel Mageras ▪ Liz Sembler 	Executive Director Kimberly G. Jackson introduced new board members for ratification vote: Jo-Lynn Brown, Daniel Mageras, Elizabeth Sembler. Ratification poll was administered. All new members were unanimously approved.
3. Introduction of New ISPS Staff <ul style="list-style-type: none"> • Sam Jenkins • Jacqueline May, Ph.D. • Eylenid Sanchez 	ED Jackson introduced new ISPS staff, pending final HR paperwork: Sam Jenkins, ISPS Project Coordinator Jacqueline May, Ph.D., ISPS Statewide Coordinator Eylenid Sanchez, Student Assistant
4. Review and approval of minutes from last meeting APPENDIX A	Minutes from November meeting were unanimously approved.
5. Financial Update (<i>Ellen Fontana, CPA</i>) <ul style="list-style-type: none"> ▪ Current Status APPENDIX B 	The Institute received donations totaling \$12,850, including a corporate donation of \$10,000 from Duke Energy. Cash position is \$453,988, including \$427,000 that will go back to the college to cover expenses covered by the college; due from SPC is \$242,000. <i>Bridgette Bello</i> requested clarification on the \$10,000 being paid to The Catalyst. A copy of the contract was projected during discussion. <i>Executive Director Kimberly Jackson</i> explained that the \$10,000 donation from Duke Energy was intended to increase the footprint of

<ul style="list-style-type: none"> <li data-bbox="203 919 565 982">▪ 2021-2022 Budget Draft APPENDIX C <li data-bbox="203 1346 472 1409">▪ Board Giving and Sponsorships <li data-bbox="203 1654 459 1686">▪ ISPS Credit Card 	<p data-bbox="631 65 1560 751">ISPS in the community; the Impact Counsel Membership through The Catalyst St. Pete provides visibility and promotional support for ISPS events beyond the capabilities of ISPS part-time social media specialist Briana Harper. <i>Ellen Fontana</i> added that the grant is a one-time donation, not part of the new budget presented to the board for approval since it is a one-year commitment. Ellen added that ISPS is not committed to renewing beyond the 12-month calendar year. <i>Ms. Bello</i> requested an estimate of how many people The Catalyst would reach. <i>Watson Haynes</i> inquired as to whether the selection of the Catalyst was made through a bidding process. <i>ED Jackson</i> responded that there was not a bid for the contract, but after exhausting all options for free advertising, the Catalyst was the preferred vendor for the \$10,000 donation. <i>ED Jackson</i> said she could discuss the contract in-depth with <i>Ms. Bello</i>. <i>Judge Sullivan</i> suggested and multiple board members agreed that future contracts be reviewed by the board to ensure all opportunities are considered, including services available by board members. The Catalyst agreement will be reviewed by the board for the next fiscal year beginning April 1.</p> <p data-bbox="631 804 1256 835">The financial report was unanimously approved.</p> <p data-bbox="631 884 1539 1104"><i>Ellen</i> presented the proposed 501(c)3 budget for the new fiscal year 2021-2022 beginning April 1, 2021. Projected goals for sponsorships are \$40,000 and donations of \$6,000. The largest projected expense will be honoraria fees. The remaining fees represent expenses not covered by SPC. This proposed budget is subject to change depending on when in-person events will take place.</p> <p data-bbox="631 1115 1552 1262"><i>Judge Sullivan</i> asked if participants were charged for the virtual events. <i>ED Jackson</i> responded that there was no charge for the virtual events. The goal is to seek more corporate sponsorships and grants, rather than per-person ticket charges for events.</p> <p data-bbox="631 1308 1560 1535"><i>Judge Sullivan</i> requested board member contributions be considered. A poll was conducted to see what amount was considered reasonable for board member contributions. <i>Ms. Bello</i> asked if contributions could be in the form of services provided. <i>Ellen</i> provided clarification that board contributions will be cash donations. The survey results reflected suggested contributions of \$100 and \$500.</p> <p data-bbox="631 1581 1365 1612">The 2021-2022 budget draft was unanimously approved.</p> <p data-bbox="631 1661 1539 1923"><i>Ellen</i> stated that ISPS needs a credit card for purchases made directly from the 501(c)3 account, which is separate and outside of the college's procurement system. <i>Mr. Burke</i> said a system similar to the college's procurement system should be put in place for the Institute. Dr. Jamelle Conner, VP Student Affairs, will review the credit card application request. This agenda item is pending further discussion, to be addressed at the May 2021 meeting.</p>
<p data-bbox="155 1969 480 2032">6. Director's Report: (<i>Kimberly G. Jackson</i>)</p>	<p data-bbox="631 1969 1495 2032">ED Jackson introduced new ISPS staff, pending final HR paperwork: Sam Jenkins, ISPS Project Coordinator</p>

<ul style="list-style-type: none"> ▪ Introduction of New Staff ▪ Social Media Analytics 	<p>Jacqueline May, Ph.D., ISPS Statewide Coordinator Eylenid Sanchez, Student Assistant</p> <p><i>Briana Harper</i>, ISPS social media specialist, provided the following analytics: ISPS currently has 595 Facebook ‘likes’, up 218 from a year ago, posts reached 313 in January, and there were 263 views; there are currently 76 Instagram followers and 16 total Instagram posts.</p> <p><i>Ms. Bello</i> asked who provides the Institute with direction on social media posting. <i>ED Jackson</i> responded that ISPS receives instructions from SPC marketing department and that the ISPS is held to SPC guidelines regarding social media activities. <i>VP Conner</i> said that she would follow up with Marketing on how they can further assist ISPS with social media marketing.</p> <p><i>Ms. Bello</i> suggested utilizing LinkedIn and Twitter and increasing Instagram followers by appealing to younger demographics. <i>Ms. Bello</i> and <i>Jo-Lynn Brown</i>, editor at TBBW, offered to be of assistance with these efforts. <i>Ms. Bello</i> added that expanding visibility of ISPS via these social media outlets should be a priority for the next quarter.</p> <p><i>Dr. Laurie King</i> shared that the SPC Ethics department has a YouTube channel. Professor King will follow up with ED Jackson. <i>Kyle Bell</i>, ISPS Zoom administrator added that ISPS has a YouTube playlist on SPC’s account.</p>
<ul style="list-style-type: none"> ▪ Community Partnerships 	<p>A slide was presented with all ISPS partnerships so far in 2021: Institute for Economic Evolution, Rep. Kathy Castor, Patrick Luce, SPC Adjunct Professor of Economics, Fisher & Sauls, The Brennen Law Firm, Leadership St. Pete Alumni Assoc, Unite Pinellas, Florida Department of Health, Dr. Frederic Guerrier, Amavida Coffee Roasters, Mother Kombucha, Creative Chi.</p>
<ul style="list-style-type: none"> ▪ Recap of Events 	<p><i>ED Jackson</i> continued with the Director’s Report. ISPS is partnering with Institute for Economic Evolution (IEE) to host the following series of economy-related events: Part I – “What’s Next for U.S. and Global Climate Policy and Action,” held on January 29, 2021. Rep. Kathy Castor gave a presentation on clean energy and the economy. Patrick Luce, SPC adjunct professor, served as co-moderator. About 45 people attended, including many students. Part II - Cultivating B Corps for People, Planet and Prosperity, held on February 18, looks at the “business as a force for good” movement by building an economic climate that promotes human flourishing and environmental health. Part III – “Going Beyond GDP with Expanded Markets,” scheduled for March 25 addresses new metrics that harness big data to provide market tolls for business and government. Part IV – “Social Capital and the Future of Work” scheduled for April 22 will explore how collaborative philanthropy and policy create a new social contract that allows private investment in social capital that elevates all work.</p>

GUARDIANSHIP SERIES: Part I - “What is a Guardianship and When is It Appropriate?” scheduled for February 19. **Part II - Incapacity Guardianships”** covers guardianships for parents, the elderly, or disabled adults. **Part III – “Guardianships and Guardian Advocacies”** on April 9 explores more specific issues for young adults who have disabilities that impact ability to make decisions about their care and their property.

ISPS is joining with Student Life & Leadership of SPC Clearwater campus for Black History Month to present **“What Does Justice Mean? with Justice Peggy Quince,”** a forum on what justice means and the impact of COVID-19 on the criminal justice system, to be held on February 25.

HEALTH EQUITY SERIES: Part I – “Healthcare Access and Quality” with Tim Dutton of Unite Pinellas to discuss Pinellas County’s healthcare access, quality and environmental issues that impact COVID, to be held on March 5. **Part II – “Socioeconomic Factors”** with Dr. Ulyee Choe of Florida Department of Health covers socio-economic issues and the impact of COVID-19 amid the vaccine and the challenges disseminating a vaccine, scheduled for April 28. **Part III – “Physical and Health Environment”** with Dr. Frederic Guerrier of Rosa Park Medical Center and Bayfront Hospital is scheduled for May 7, a discussion about health and physical behaviors that impact different populations in Pinellas County.

ISPS is partnering with Seminole Chamber of Commerce to present **“Regional Economic Outlook for 2021”** with Jerry Parrish, Ph.D. on March 26.

ISPS is considering an event to raise awareness of **World Autism Day** in early April. Something outside would be preferable, a golf tournament for example, that would also be a fundraising opportunity.

“The Reality of Running for Office” will be held in April. This forum will focus on student participation in partnership with the SPC Public Policy program.

“Legislative Wrap-up” with Rep. Michelle Rayner is scheduled for May 10.

Series topics being proposed for summer and fall include: mental health (May); food insecurity; economic stimulus series – part 1 with David Jolly analyzing the stimulus package; criminal justice series; international series – including a focus on China’s international impact; infrastructure and transportation; and an end-of-year celebration with a focus on fundraising.

Ken Burke asked for clarity on the definition of B-Corps. *ED Jackson* recited the explanation provided by the Institute for Economic Evolution. *Ken Burke* expressed concern that the economic series does not appear to provide a bi-partisan approach to the topic of the

	<p>economy. <i>ED Jackson</i> explained that the totality of ISPS programs balance and noted that ISPS as a non-profit is obligated to present both sides and take a pragmatic approach. ED Jackson and Mr. Burke will further discuss how to ensure the remaining forums are presented with a strong bipartisan economic platform.</p> <p>In-light-of local and national concerns regarding government entities being vulnerable to international hackers, <i>Ken Burke</i> suggested ISPS explore this topic further in future forums, for example, the Oldsmar water system hacking. <i>ED Jackson</i> agreed and additionally is interested in perhaps weaving the topic of technology into the forum on China.</p> <p><i>Jeff Johnson</i> would like to further discuss the guardianship series, specifically how to partner with business leaders in the presentations. ED Jackson will follow up with Mr. Johnson.</p> <p><i>Ms. Bello</i> suggested a broader program on the topic of food insecurity.</p>
7. New Business	
8. Comments	<p><i>Bridgette Bello</i> requested an update on the efforts to expand the statewide focus. <i>ED Jackson</i> shared expectations of the two new ISPS coordinators, specifically the statewide coordinator to satisfy these objectives moving forward.</p> <p><i>Ken Burke</i> requested a summary of programming for the past year to be presented at the next board meeting, specifically regarding the efforts to provide a balance of bipartisan programming and factors/sources that were influential; <i>ED Jackson</i> noted that programming is influenced by concerns expressed by the community, that it will be difficult to pull the supporting data from specific sources but will follow up with Mr. Burke.</p> <p><i>Judge Sullivan</i> commented that the programs were excellent and looks forward to more hybrid programs. <i>Watson Haynes</i> added that ED Jackson has done an exceptional job balancing the demands of ISPS.</p> <p><i>Judge Sullivan</i> suggested board meeting times be extended to 1 ½ hours. <i>Bridgette Bello</i> requested, if longer meetings are necessary, to schedule the meeting start time earlier to accommodate everyone’s evening schedule.</p>
9. Wrap-up & Adjournment	The meeting was adjourned at 7:31 p.m.
<i>Respectfully submitted, Sharon Panov, Recorder</i>	<p>Next Board meeting: May 10, 2021 6:00-7:00 PM Location TBD</p>