

APPENDIX A

Board of Directors Quarterly Meeting

August 16, 2022

MINUTES

Date: August 16, 2022

Time: 6:00-7:00

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

Board members present: Brett Bina (in-person), Nikki Gaskin-Capehart (virtual), Gershom Faulkner (virtual), Deveron Gibbons (virtual), Adam David Johnson (in-person), Mike Meigs (in-person), Elizabeth Sembler (in-person), Mark Strickland (in-person)

Board members absent: Jo-Lynn Brown, Jeff Johnson, Daniel Mageras

Ex-officio members present: Kimberly Jackson (in-person)

SPC Leadership Representation: Susan Demers

SPC/ISPS Representation: Aron Bryce, Sam Jenkins, Matthew Lee, Sharon Panov

Other Guests: Amy Mierzejewski (Prida, Guida & Perez); Dan Shuey (Carr Riggs, Ingram, CPA)

Discussion Items	Action/Response
1. Welcome/Call to Order	<p>The meeting was called to order at 6:00 p.m.</p> <p><i>Provost Mark Strickland</i> provided the following SPC Board of Trustees (BOT) updates: 1) Rule regarding quorum for board meetings allows for both in-person and virtual attendance. Motion to adapt the rule to Institute for Strategic Policy Solutions (ISPS) Board of Directors (BOD) meetings was unanimously approved; 2) SPC Trustee Deveron Gibbons was selected to serve on ISPS BOD for another year.</p>
2. Review and approval of minutes from previous meetings APPENDIX A – 2.7.22 Meeting Minutes APPENDIX B – 3.21.22 Special Meeting Minutes APPENDIX C – 5.9.22 Meeting Minutes	<p>February 7, 2022 quarterly meeting minutes were unanimously approved.</p> <p>March 21, 2022 special board meeting minutes were unanimously approved.</p> <p>May 9, 2022 quarterly meeting minutes were unanimously approved.</p>
3. Governance/Steering Committee, Mark Strickland a) Election of Officers b) New Board Members c) March 21 Motion RE: RBC Signers	<p>Potential new board members presented to the board for approval: Tom Furlong, Policy Consultant; Michelle Grimsley, Lobbyist, The Southern Group; Alysén Heil, Dean of Workforce, PHSC; Mike Meigs, Acting AVP, Business and Financial Services, SPC. All new members were unanimously approved.</p> <p>Board members proposed for officer election: Chair, Jo-Lynn Brown; Vice-Chair, Alysén Heil; Treasurer, Mike Meigs; Secretary, Kimberly Jackson. All officers were unanimously approved.</p> <p>Motion was called regarding signers on the RBC account, that as of August 16, 2022, approved signers on the RBC investment account are: Mike Meigs, Kimberly Jackson, Dan Mageras. All RBC signers were unanimously approved.</p>
4. Finance Report a) Annual Audit Summary, Amy Mierzejewski, CPA, Prida, Guida & Perez, P.A.	<p>A copy of the audit (appendix D & E) was provided to the board in advance. <i>Amy Mierzejewski of Prida, Guida & Perez</i> briefly highlighted sections of the report. The theme for this year was “change.” No changes suggested for current accounting policies and practices. Significant transactions included transfer of 14 million dollars to ISPS from SPC</p>

<p>APPENDIX D – 2021-2022 Audit Communications</p> <p>APPENDIX E – 2021-2022 Audited Financial Statements</p> <p>b) Current Status, Dan Shuey, CPA APPENDIX F – 8.8.22 Financial Report</p> <p>c) Policy Updates Investment Policy APPENDIX G – ISPS Investment Policy Statement Purchasing Policy APPENDIX H – SPC Purchasing Manual APPENDIX I – SPC Quoting Guide Internal Policies in Place</p> <p>d) 990 Update</p> <p>e) 2022-2023 Budget Budget Amendments APPENDIX J – 2022-2023 Amended Budget</p>	<p>Foundation to ISPS. Funds represent the original endowment to create ISPS and additional earnings. This was a non-operational transfer. Restricted funds can only come from outside the organization. All restrictions from within the organization are classified as “designated” funds. Motion was called to approve audit as clean with noted two journal entries missed by CPA firm. The audit was unanimously approved.</p> <p>Investment Policy draft was approved by the board.</p> <p>The IRS Form 990 draft was approved by the board.</p> <p>SPC Purchasing Manual was provided for review. Adaption of SPC purchasing policy was approved by the board.</p> <p>Several virtual attendees dropped off the Zoom call at approximately 6:45 p.m.</p> <p>Review and approval of the Financial Report was postponed due to lack of quorum.</p> <p>Review and approval of the amended budget was postponed due to lack of quorum.</p>
<p>5. Executive Director/ISPS Team Report</p>	<p><i>Executive Director Kimberly Jackson</i> thanked Liz Sembler, Jo-Lynn Brown, and Jeff Johnson for their commitment and focus to statewide impact. <i>ED Jackson</i> thanked Matthew Lee for creating user-friendly active links on website.</p> <p><i>Digital Media Specialist Mathew Lee</i> presented the social media update. Website metrics from July 6 – August 4: Pageviews up by 329%, a spike in pageviews occurring between July 17 – July 19, correlating with the Pinellas County Candidate forum; new users up by 97%; majority of user activity tends to be desktop, with 42% traffic coming from mobile users.</p> <p><i>Brett Bina</i> suggested the donation link be easier to use with a mobile device, a 1-click transaction. <i>Matthew</i> agreed, working on utilizing QR codes and looking into website metrics to help with that.</p> <p>Top ten referral sources to the ISPS website include Facebook, St. Pete Catalyst, Constant Contact (ISPS newsletters), Palm Beach State College (Partnered with ISPS on Voter Education program), and LinkedIn.</p> <p>Social media metrics: 827 “likes” on Facebook (63.4% are women on Facebook, 36.6% are men); 131 Instagram followers (55.7% are women, 44.3% are men).</p> <p><i>Brett Bina</i> suggested utilizing TikTok to attract younger audiences. A discussion followed, confirming that SPC does not currently use TikTok. <i>ED Jackson</i> added that ISPS is required to follow SPC policies regarding social media with the guidance and approval of the Marketing department’s social media manager on all posts. ISPS does not have a Twitter account due to the current lack of internal capacity to accommodate.</p>

Matthew said that adding emphasis to video-related engagement on social media will boost metrics, increase student engagement, and build a broader audience. *Dir. Bina* said that providing 30-second videos highlighting events would expand viewer demographics to include those who prefer info in small bites. *Dir. Bina* also suggested posting event recaps, with suggestions to explore related events or videos. *ED Jackson* agreed. She added that Catalyst currently provides recaps, and that she includes posts on her LinkedIn page after events. *Project Coordinator Sam Jenkins* added that ISPS is looking to bring on a volunteer with videographer experience to help with those efforts. *Sam* acknowledged *Matthew's* efforts in improving the quality of videos posted on social media, which has positively affected engagement.

Matthew continued with social media update. There are 18 new Facebook followers, 3 new Instagram followers. The goal is to get more students engaged and following ISPS. *Matthew* will be promoting ISPS at upcoming SPC Days 9/9-9/12.

Dir. Bina asked if anything is known about ISPS followers, if there's any feedback: "What are we giving them [of value] that they like." *Matthew* responded that forum participants are encouraged to engage via social media, and conversations are had with participants regarding what they like regarding content, etc. *ED Jackson* added that ISPS is trying to raise awareness of ISPS through branding and outreach.

ED Jackson provided an update on the Autism Awareness initiative. Susan Blanchard and *Matthew Lee* created a repository that includes student and faculty work that Dr. Blanchard has conducted. ISPS partnered with Johns Hopkins to provide training to police officers through the SPC Public Safety program. *Haley Moss* gave a presentation on ableism to 140 SPC faculty members. The page on the ISPS website was shared along with the various links leading to information including videos and reports in the Autism repository. ISPS is working with Johns Hopkins Hospital to coordinate activities to utilize the remaining funds.

ED Jackson provided an update on the Voter Education Series. Thanks to *Jeff Johnson*, already working with Palm Beach on gubernatorial and senate race debates to be held in October, invited ISPS to participate by doing a voting series to educate students in the Florida College System on education resources. *ED Jackson* directed the board to the ISPS website to show the Voter Education Video links, including interviews with city, county, and state officials on what their roles are. ISPS staff will also interview students. *ED Jackson* invited the board to contribute to the collection of interviews.

Sam Jenkins shared updates on past and upcoming events. Pinellas County School Board forum was held on July 18th at SPC Clearwater campus, moderated by *Al Ruechel*. In partnership with City of Seminole, Seminole Chamber of Commerce, and Florida League of Cities, forum titled "How to Organize for Effective Legislative Advocacy" scheduled for September 15th at SPC Seminole campus. Keynote speaker is former Florida senate president, *Bill Galvano*. ISPS will partner with Seminole Chamber of Commerce to host Health Expo and Forum at SPC Seminole Campus on September 20th. On September 22, ISPS will host the 2022

Pinellas-Pasco State Attorney forum at SPC Seminole Campus. ISPS is partnering with Tarpon Springs Chamber of Commerce and Leepa Ratner Museum of Art on October 12 for forum titled “The Business of Art,” where art and community stakeholders will discuss the intersections of art, the workforce and business development. On November 10, ISPS will host the first annual “Grand Debate,” a virtual event with students, faculty, and staff from HCC, Polk State College, Eastern Florida State College and SPC. ISPS will host virtual forum titled “The State of Child Welfare in Florida” on November 30, the idea was presented to ISPS by Belleair Commissioner Colleen Chaney. ISPS will partner with Treasure Island and Madeira Beach Chamber of Commerce, St. Petersburg Downtown Partnership, Amplify Clearwater, and the St. Petersburg Chamber of Commerce to host a private event designed to attract business leaders at SPC Bay Pines STEM Center on December 7 titled “Foundation for the Future: Building our Housing Landscape.” Each event partner invites 20 guests.

Sam shared updates on other initiatives in progress throughout the community. ISPS is partnering with St. Petersburg of Commerce on a candidate trade show in September on SPC Gibbs campus; a similar event with Clearwater Chamber of Commerce; spearheading a senior citizen program for Pinellas County. A Save the Date flyer with links will be sent to board members. *Dean Susan Demers* suggested sending the flyer to faculty to share with their classes. *ED Jackson* added that social media links would be added to the updated flyer. Matthew Lee shared an updated digital event flyer to showcase the new design including links and scanning capabilities.

Statewide Coordinator, Aron Bryce, provided updates on statewide initiatives, including status of outreach with Florida College System stakeholders; currently connecting in efforts to build future partnerships with Broward College, Eastern Florida State College, Florida State College at Jacksonville, Hillsborough Community College, Miami Dade College, Palm Beach State College, Pasco-Hernando State College, Polk State College, Santa Fe College, Seminole State College of Florida, State College of Florida Manatee-Sarasota, Tallahassee Community College, and Valencia College. Aron is working on relationship-building with local, county and state-level stakeholders including staff, faculty, student life and leadership advisors, at SPC and statewide through Florida College System, community leaders, elected officials; reinforcing the ISPS brand across all communications. Other current efforts include meetings with student life and leadership coordinators to be sure ISPS has a presence at welcome back events, SPC Model coordinators, students, and professors to encourage participation in ISPS programming; and Florida College System Activities and Student Government associations.

ED Jackson shared a slide with then and now pictures to show improvements to ISPS branding, improvements to the website including engaging and available content, user-friendly accessibility, and comprehensive informational and promotional documentation. She requested feedback from the board after visiting the updated website. She suggested all board members connect with ISPS social media outlets. She provided information on board sponsorship opportunities as donors often inquire about fundraising efforts, including board participation.

	Duke Energy donated \$10,000 for the past two years to help provide awareness of ISPS, but that donation is not guaranteed again. Board members were encouraged to provide information on potential nonpartisan donors for consideration. Some grants are required to be processed through SPC. She added that AVP Mike Meigs agreed to review all policies between SPC and ISPS and give recommendations on best practices based on alignment with policies already in place.
6. New Business	
7. Comments	
8. Wrap-up and Adjournment <i>Respectfully submitted, Sharon Panov, Recorder</i>	The meeting ended at approximately 7:30 p.m. The next board meeting is scheduled to meet on November 14, 2022, 6:00-7:00 p.m. at Collaborative Labs, SPC Epi-Center.