

**Minutes
Regular Board Meeting
Literacy Campaign for Monterey County
February 5, 2014**

Members Present: Katy Castagna, Jayanti Addleman. Kim Bui-Burton, Margaret D'Arrigo-Martin, Alfred Diaz-Infante, Julie Drezner, Claudia Melendez, Carol Kolb, Len Foster and Linda Coyne.

Members Excused: Laurel Lee Alexander and Fernando Elizondo.

Staff Present: Ron Eastwood

Agenda Item #1: Action Items

Len Foster, President welcomed everyone and opened the meeting at 12:05 pm at the offices of the Community Foundation for Monterey County, located on Garden Road in Monterey

Agenda Item #1.1: Action Items

The January 8, 2014 minutes were approved. 1st JA; 2nd MDM. Unanimous approval.

1.2: Additions to the Agenda

None.

Agenda Item #2: Committee Reports

2.1 Finance Committee

Carol reported that we have \$175,000 in cash. Expenses for 2013 were less than budgeted. None of our expenses were over budget. Revenue was only off by \$2,000. We exceeded budget because of the Summit and sponsorships.

2.2 Fund Development Committee

Linda reported that the Fund Development Committee and Program Committee members met jointly on January 15. Ron reviewed the 2014 Program Committee goals and events by priority.

EVENT	FUNDRAISING GOAL
1. Lights of Literacy Awards	\$5,000
2. Parent University- Engaged Parents, Engaged Students	\$20,000 (parenting skills)
3. Literacy Service Providers Network	\$10,000 (corporate sponsor)
4. Professional Development Conference-for public sector employees in contact with families of students in low-performing schools (e.g. social services, mental health, probation)	\$10,000

The committee members discussed targeting WIC families in Monterey County, who make up two out of every three births in the county.

The next discussion focused on grant timelines:

FUNDER	GRANT DUE
Packard Foundation	3 rd Friday in February and August
Harden Foundation	March 1
Pebble Beach Company	March 31
Nancy Buck Ransom	February 21

Julie volunteered to call Kathy Coopman and Nancy Buck Ransom to check on the feasibility of the LCMC submitting a grant to their organizations. There was a discussion about the differences between corporate sponsors, who generally sponsor specific events, and funding agencies, which focus on general and specific needs. Members discussed the possibility of a donation of \$20,000 from the Nancy Buck Ransom Foundation in Monterey, additional funding from The Tanimura Family, and \$5,000 from The Children’s Miracle Network (Kendra Howell) for Parent University. Len, Julie, Linda and Kim volunteered to help create/edit grant proposals.

Katy volunteered to call Edie Wiltsee at WIC concerning a possible collaboration with LCMC. She also volunteered to call Bettye Saxon at AT&T for potential funding.

Ron said he would send the comment card information from the Literacy Summit to committee members. He will also contact Joe Grainger from the Harden Foundation and Kendra Howell from The Children’s Miracle Network. Julie and Margaret volunteered to work on organizing and categorizing the Summit comment card information.

Julie suggested that we develop specific program descriptions and a fact sheet re: who comes to our meetings, events and their value to the community.

Ron reported that he was in contact with the Fund Builders Alliance, who will send a representative to our February Fund Development Committee meeting. The Board discussed making sure we review and update our strategic plan annually. *Kim moved that the board, as a part of approving the annual strategic goals, also delegate authority to the board president and/or chair of the Fund Development committee to authorize the submission of grant proposals that support those goals. 2nd JD. Unanimous approval.*

Katy met with Edie Wiltsee at WIC, which has a caseload of 13,000 mothers and children who renew eligibility quarterly. WIC is partnering with the City of Salinas libraries and provides nutrition education, children’s books and counseling. WIC offices are located in Salinas, King City, Seaside and Soledad and are open Monday through Thursday. Edie is very interested in partnering with LCMC.

2.3 Governance Committee

There was no report.

2.4 Program Committee

Jayanti reported on the meeting where Julie, Margaret, Ron and Jayanti met to sort and record the information from the Summit comment cards. Katie shared a “Wordle” that she made of the Summit comment cards. Board members shared ideas about following up with Summit participants. Claudia will research school districts that provide reading to children opportunities in schools.

Agenda Item #3: Non-Action Items

3.1 Executive Director’s Report

Ron shared that the Monterey County GIVES! income was \$6,663.72 from 30 donors. Eight others donated \$1,960. Ron reported that the direct mailing cost was \$1,571.58.

Ron shared that he attended all four of the ECDI meetings, which have had good attendance and participation. The two groups missing from these meetings are business and faith-based community members.

Ron found a document called “The State of Literacy in Monterey County,” which focused on adult literacy. He has contacted the Action Council and Social Services to consider creating a report on the same topic-10 years later.

Ron and Len will be interviewing a potential support staff member. Ron and Len will work on a Strategic Plan update.

Len shared that Ron’s performance review was completed last month and shared with Ron.

Agenda Item #4: Announcements & Communications

Jayanti reported that the library received a STREAM program grant to work with preschool programs and Head Start.

Agenda Item #5: Adjournment

The meeting was adjourned at 1:30 pm.

Minutes recorded by Linda Coyne _____
Linda Coyne, Secretary, Board of Directors

Minutes approved by Linda Coyne _____
Linda Coyne, Secretary, Board of Directors