

LITERACY CAMPAIGN FOR MONTEREY COUNTY
Board Meeting Minutes – Meeting of May 7, 2014
Monterey Peninsula Foundation

Members Present: Laurel Lee Alexander, Julie Drezner, Alfred Infante-Diaz, Len Foster, Claudia Melendez, Katy Castagna, Jayanti Addleman, Carol Kolb, Kim Bui-Burton and Linda Coyne (by telephone from Maui).

Members Absent: Fernando Elizondo and Margaret D’Arrigo-Martin.

Staff present: Ron Eastwood and Elia Gonzalez.

Agenda Item #	Discussion	Decision & Action
1	Welcome and Call to Order	The Chair welcomed the Board members present and the meeting was called to order at 12:03 pm.
1.3	Introduction of Elia Gonzalez, Communications and Projects Manager.	Ron introduced Elia to the Board members and provided her with the opportunity to talk about her passion for the work of the organization.
1.1	Consent Calendar <ul style="list-style-type: none"> • Approve LCMC Board Minutes. 	The minutes of the April 2, 2014 minutes were approved with the revision under 2.1 Finance Committee from “HAS” to “HSA” in the sentence “Options for providing an alternative to the HSA are being investigated by Ron.” Motion KC;2 nd LLA. Unanimous approval.
1.2	Action Items Additions to the agenda	There were no additions to the agenda, and it was accepted as distributed.
2	<u>Committee Reports</u>	
2.1	Finance Committee <ul style="list-style-type: none"> - Balance Sheet - Budget vs. Actuals - Profit & Loss 	Carol Kolb discussed the organization’s current financial position. The most recent Balance Sheet, Budget vs. Actual, and Profit & Loss reports were distributed with the agenda materials, and were briefly discussed.
2.2	Fund Development Committee and Program Committee	Linda provided a brief introduction and discussion of the last Fund Development Committee meeting and Ron provided additional detail. Contact has been made with Driscoll, the Tanimura Family Foundation, and Nancy Perocchi representing the Pebble Beach Company Foundation. Driscoll is being targeted to underwrite the cost of transportation and meals

2.3	Governance	<p>associated with the planned Engaged Parents event, which falls under their Community Convening category. Initial responses have been favorable. Ron will meet with the new Packard Foundation representative on May 9.</p> <p>Len reiterated the need for Board members to assist in the Friend Development process by making introductions and connections with business and philanthropic leaders so that the Literacy Campaign may engage them in becoming aware of the LCMC's work.</p> <p>Laurel reported on the Governance Committee meeting, including work underway to begin the process of finding replacements for the two Board members with terms ending in December, 2014 (ADI and FE).</p> <p>Board/Staff relations. Excellent Board and staff participation was evident and several follow-up actions will result, including individual meetings between the Chair and Board members and updating the personal responsibilities and commitment statement for Board members.</p> <p>This report was tabled as the Program Committee is scheduled to meet on May 8.</p>
2.4	Program	<p>Ron and Elia provided considerable detail regarding the Literacy Campaign's involvement in the recent <u>Children in Poetry</u> and <u>Family Science, Health and Literacy Day</u> events. Both events were successful in their own way and helped to provide exposure of the Literacy Campaign to the broader community. An estimated 1,500 to 2,000 attended the latter Hartnell College event, and 780 books were given away. Ron talked about Diana Garcia's moving presentation at the Literacy Services Providers Network meeting.</p>
3.	<p><u>Non-Action Items</u> Executive Director's Report</p>	<p>The effort to gain CASP commitment to revising the</p>

4.	Announcements & Communications:	<p>All American City Action Plan for Third Grade Reading was not successful as the matter was deferred to a future date.</p> <p>The Engaged Parents Conference planning is going well. A significant number of planning partners are involved and have made specific commitments, including recruiting families who can most benefit. More details will be reported out in future reports.</p> <p>No announcement made.</p>
5.	<p>Adjournment.</p> <p>Next meeting scheduled for June 4, 2014.</p>	The meeting was adjourned at 1:35 pm.

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

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