



ELC of SWFL
Events Committee (Ad Hoc)
Minutes
October 22, 2018
1:00 pm

Purpose: The purpose of the Events Committee is to create and implement events to build a stronger governance board and improve the ELC's presence in the community

Goals:

1. To create events that build relationships both internally and externally.
2. To lead planning and implementation of events

Committee Members- Present: **Marshall Bower** *President/CEO, The Foundation for Lee County Public Schools*; **Joe Paterno**, *Workforce Development Board*; **Michele King**, *Golisano Children's Hospital of SWFL*; **Rita Dellatore**, *Owner/Director, Kid City Early Learning Academy, LLC* and **Roger Mercado**, *Director, Lee County Human and Veteran Services, Designee-Lee Board of County Commissioners*

Staff-Present: **Susan Block**, CEO

<u>Agenda Item</u>	<u>Actions</u>
Welcome and Introductions meeting opened at 1:08 pm	
<p>Review of Committee Purpose -what we do at the ELC, effects everyone at the table. The group agreed that the purpose reflects the intent of the board.</p> <p>Our focus should be educating our community on the power of early learning.</p> <p>Ideas and general discussion:</p> <ul style="list-style-type: none"> • Stories of our board members and why they serve. Why the ELC is important to our community. • Stories of families, importance of services, long range effect of early learning. • Identify early learning champions - from each county to speak on behalf of early learning - someone with name recognition. 	
<p>Board Social Evening Not necessarily needed if there are events that require members to work together which would help to build relationships.</p>	

<p>Staff Appreciation</p> <p>Some ideas were shared for the board to show staff appreciation:</p> <ul style="list-style-type: none"> • ice cream social - late afternoon • snow cone truck (\$150 - Roger) • lunch in the building, served by ELC Board • an event, ie, at the ball park with a theme of “team” 	
<p>Community Event</p> <p>First time out, we could do a “Champions for ELC” with a goal to include people who will draw others, influence our decision makers. Include recognition of providers and the people who have benefited from ELC services.</p> <p>Goal – to create an educational, friend raiser to build the basis of later fundraiser, awareness campaign. Possible ideas:</p> <p>1 - do a breakfast - sell the champions on the ideas we’d like them to carry for us. - get a champion to sell our idea for us - why this is important to this. - experiential learning for adults</p> <p>2 - do family friendly event - to celebrate them;</p> <p>3- “meet the kids” day? like NCEF</p> <p>Bus tour?</p> <p>Need to include, ie, Mike Martin, FGCU. A call to action is essential as part of any event.</p> <p>The month of May includes Provider Appreciation. This could serve as as a focal point</p>	<p>Committee will develop a survey for the board to get input on essential ideas, time of year, how could you help? sponsors, organizing - who would you be willing to</p>
<p>Schedule Next Committee Meeting ended at 2:08 pm</p>	<p>Next scheduled meeting of the Events Ad Hoc Committee is Monday, November 5th.</p>

All meetings are held at the Early Learning Coalition 2675 Winkler Ave, Ft Myers, FL 33901 unless otherwise noted. On line access to meetings, via Zoom, is available upon request.