



Partnership for Children of Cumberland County, Inc.
PED Committee Meeting Minutes
August 15, 2019 (8:50 am to 10:35 am)



| MEMBERS PRESENT: Mike Hardin (Chair), Robin Deaver, Jami McLaughlin, Chas Sampson MEMBERS ABSENT: Meredith Gronski, Cotina Jones, Mark Kendrick, Kenneth Lawhead, Erica Little, Thomas Parker, Jerome Scott, Daniele Malvesti NON-VOTING ATTENDEES: Mary Sonnenberg, Anna Marie Hall, Sharon Moyer, Danielle Fennern, Pamela Federline | | | |
|---|---|-----------------|--|
| AGENDA ITEM | DISCUSSION & RECOMMENDATION | ACTION | FOLLOW-UP |
| I. Call to Order/Chair's Comments | The scheduled meeting of the PED committee was held at the Partnership for Children Family Resource Center, 351 Wagoner Drive, Fayetteville, NC, on August 15, 2019, beginning 8:50am pursuant to prior written notice to each Committee member. Mike Hardin, Chair, determined that quorum was not present and called the meeting to order. Sharon Moyer was Secretary for the meeting and recorded the minutes. | Called to Order | None or name of Follow up person |
| II. Approval of Meeting Minutes | The minutes of the February 12, 2019 PED committee meeting were previously distributed and reviewed by the committee members. However, as quorum was not present, no action was taken. | None | PED Committee will vote at next meeting if quorum is present |
| III. Required Documentation | Pursuant to Smart Start guidelines, each PED member was asked to sign the following required documents. <ul style="list-style-type: none"> a. Conflict of Interest Policy b. Conflict of Interest Disclosure Statement c. Media Consent Waiver and Release d. Board and Committee Member Data Addendum | None | CE Staff to follow-up with PED members not present |
| IV. Review of New Policy | At the February 13, 2019 meeting the PED committee, the Public Engagement Policy was reviewed and updated to Community Engagement Policies. The PED committee recommended the board approve these updated policies. The Executive Committee acting as Board approved the updated policies on February 21, 2019. | None | None |
| V. Review of Community Engagement's Activity Description | Sharon Moyer, Community Engagement Administrator reviewed the current Smart Start Contracted Activity Description which does not include fundraising. The Community Engagement Department is a Smart Start funded activity and while fundraising is part of the departments charge by the organization, we have to keep in mind what our funder requires of the department. Keeping the balance between what our funder requires and what is best of the fiscal health of the | None | None |



Partnership for Children of Cumberland County, Inc.
Public Engagement and Development Committee
August 15, 2019 (8:50 am to 10:35 am)
Be the Driving Force



| | | | |
|--|--|------|---|
| | organization is vital and why this strategic fund development plan as well as outlining staff and board involvement is vital. | | |
| VI. Purpose of PED | Review of the PED committee description and it's role in fund development. | None | None |
| VII. Board Priority and Direction for Fund Development | <p>Mike Hardin reviewed the board priorities of:</p> <ol style="list-style-type: none"> 1) NC Pre-K <ol style="list-style-type: none"> a) Recruitment b) Timely processing and placement of children 2) Community Engagement and Fund Development <ol style="list-style-type: none"> a) We have not met our Smart Start match for the past three years b) The perception may be that we have plenty of state and federal funding so we don't need more money c) Beyond the 19% Program Match, a good fund development plan is critical to the sustainability of the organization. 3) Infrastructure <ol style="list-style-type: none"> a) We have an aging building with a history of leaking b) The phone system needs upgrading c) Infrastructure needs are capital expenses and are not allowed under state funding d) Unrestricted revenues are at \$560,000 so we need additional revenue sources <p>There was a lot of discussion and questions around these priorities and where we are with them. One point to remember is the Community Engagement department has a role in all of these priorities.</p> | None | None |
| VIII. Strategic Planning for Creation of a Five Year Fund Development Plan | <p>Anna Marie Hall passed out a snapshot of our current funding mix. It is:</p> <p style="padding-left: 40px;">Direct Appeal to Donors – less than 1% of our funding</p> <p style="padding-left: 40px;">Grants – 97% of our funding</p> <p style="padding-left: 40px;">Earned Income – less than 3% of our funding</p> <p>After much discussion and questions to understand what funds are able to be counted in our 19% match, how the match is calculated, our state and federal funding, government grants and non-governmental grants, etc. questions arose about our capital improvement funds, sustainability funds and building our endowment and cash reserves.</p> <p>The committee agreed that our strongest areas for growth are Direct Appeal to Donors (which includes Individual gifts and donations and corporate support), and Private Grants. With this understanding, the PED committee made a recommendation to move forward with building a five year fund development plan.</p> | None | Sharon Moyer to create a draft outline. |



Partnership for Children of Cumberland County, Inc.
Public Engagement and Development Committee
August 15, 2019 (8:50 am to 10:35 am)
Be the Driving Force



| | | | |
|----------------------------|---|-----------|----------------------------------|
| | <p>The PED committee set a goal to create a five-year fund development plan that includes identifying opportunities for fundraising, setting goals for cash and in-kind and developing strategies to meet those goals.</p> <p>Sharon Moyer asked for permission to use some of the resources she has found through professional organizations like NC Center for Nonprofits and NCPC to create a draft outline prior to our next meeting.</p> | | |
| IX. Meeting time/frequency | The next PED Committee meeting is September 26, 2019 from 9:30am – 11:30 am, right before the full Board Meeting. | Adjourned | None or name of Follow up person |
| X. Adjournment | As there was no further business; the chair announced the meeting adjourned. The meeting was adjourned at 10:35 am. | Adjourned | N/A |

Submittal: The minutes of the above stated meeting are submitted for approval. _____
Secretary of Meeting Date

Approval: Based on Committee consensus, the minutes of the above stated meeting are hereby approved as presented and/or corrected. _____
Committee Chair Date



Partnership for Children of Cumberland County, Inc. (PFC)
Public Engagement & Development (PED) Committee Meeting Minutes
February 12, 2019 (9:05 a.m.-11:00 a.m.)
Be the Driving Force to Engage Partners



MEMBERS PRESENT: Michael Hardin (Chair), Jamie McLaughlin, Jerome Scott
MEMBERS ABSENT: Erika Beasley, Dr. Mark Kendrick, Kenneth Lawhead, Erica Little, Thomas Parker
NON-VOTING ATTENDEES: Danielle Fennern, Pamela Federline, Daniele Malvesti, Sharon Moyer

| AGENDA ITEM | DISCUSSION & RECOMMENDATION | ACTION | FOLLOW-UP |
|---|--|---------------------------|--|
| I. Determination of Quorum & Call to Order | <p>Welcome Michael Hardin, Committee Chair, started the meeting at 9:05 a.m.</p> <p>Michael welcomed everyone. It was determined that quorum would be reached once Jamie arrived. Quorum for this committee is 33%. Danielle Fennern was Secretary for the meeting and recorded the minutes.</p> <p>Michael led a discussion about the purpose of the PED Committee and the need for actionable items. What will best serve the organization. The committee needs direction from the board on what they are expecting. Next steps are to have a conversation between PED (CED) Committee chair, current board chair, incoming board chair, organization president and community engagement administrator to ensure the role of the committee is clear and the committee is working in alignment with the board and their priorities.</p> <p>Pamela Federline introduced herself and discussed her background.</p> | None | Schedule meeting to discuss direction of PED Committee |
| II. Approval of Minutes | Minutes from January 18, 2019 were reviewed. Jerome Scott motioned to approve the minutes. Mike Hardin second. All approved. | January minutes approved. | None |
| III. Strategic Focus | <p>Required Documents were handed out to each committee member in attendance.</p> <ol style="list-style-type: none">1) Discussion about infrastructure and the possible need for a capital fundraising campaign.<ol style="list-style-type: none">a) We have an aging building with a history of water issues around windows that have major leaking. This has been exacerbated in the last two years by hurricanes. Leaking has damaged carpet and walls, with issues with mold and damage to offices and materials. | None. | None. |



Partnership for Children of Cumberland County, Inc. (PFC)
Public Engagement & Development (PED) Committee Meeting Minutes
February 12, 2019 (9:05 a.m.-11:00 a.m.)
Be the Driving Force to Engage Partners

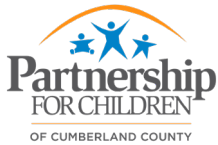


MEMBERS PRESENT: Michael Hardin (Chair), Jamie McLaughlin, Jerome Scott

MEMBERS ABSENT: Erika Beasley, Dr. Mark Kendrick, Kenneth Lawhead, Erica Little, Thomas Parker

NON-VOTING ATTENDEES: Danielle Fennern, Pamela Federline, Daniele Malvesti, Sharon Moyer

| AGENDA ITEM | DISCUSSION & RECOMMENDATION | ACTION | FOLLOW-UP |
|--|--|--|---------------------------|
| | <ul style="list-style-type: none">b) The phone system for the building is aging and will need to be updated at some point.c) Infrastructure needs tend to be capital expenditures. These are not allowable under our state funding. There are some expenses that can be cost allocated to maintenance and repair, but most of these issues will not fall under that category.d) Our unrestricted revenues are right at \$560,000. We would need to look at additional revenue sources to cover infrastructure needs. <ul style="list-style-type: none">2) Review of Community Engagement and Fund Development.<ul style="list-style-type: none">a) We have not met our Smart Start Program Match for the past three yearsb) The perception may be that PFC has plenty of money with our state and federal fundingc) Beyond the 19% Program Match, a good fund development plan is critical to the sustainability of the organization3) Discussion of Fund Development Plan. This is the direction from the board, but the PED Committee needs further instruction.4) NC Pre-K remains a priority and CE continues to support outreach efforts. | | |
| IV. Review/ Update Policies | <ul style="list-style-type: none">1) A revised copies of the Public Education Policy and Committee Description were reviewed. After review of the extensive updates and changes, the committee had no additional edits and recommends the board adopt the updated policy which includes changing the name from Public Education Policies to Community Engagement Policies. Jamie motioned. Jerome second. All approve. | Voted to adopt updated policy and committee description. | Pass to board for review. |
| V. Other Updates | <ul style="list-style-type: none">1) Logic Model Outputs were reviewed.2) Discussion about reaching military families.3) Individual donor drive efforts with the 10:10 Club.4) Update on Soirée planning. Sponsorship is at about \$45K. Media sponsorship secured from 5 area media companies. | | |



Partnership for Children of Cumberland County, Inc. (PFC)
Public Engagement & Development (PED) Committee Meeting Minutes
February 12, 2019 (9:05 a.m.-11:00 a.m.)
Be the Driving Force to Engage Partners



MEMBERS PRESENT: Michael Hardin (Chair), Jamie McLaughlin, Jerome Scott
MEMBERS ABSENT: Erika Beasley, Dr. Mark Kendrick, Kenneth Lawhead, Erica Little, Thomas Parker
NON-VOTING ATTENDEES: Danielle Fennern, Pamela Federline, Daniele Malvesti, Sharon Moyer

| AGENDA ITEM | DISCUSSION & RECOMMENDATION | ACTION | FOLLOW-UP |
|-------------------------------|--|----------------------|-----------|
| VI. President's Report | Sharon provided the following information to the committee: a) Mary Sonnenberg's President Report from January 15, 2019 | None | None |
| VII. Adjournment | Michael Hardin, Chair adjourned the committee at 11:00 a.m. Next meeting, TBD | Meeting Adjourned | None |

Submittal: The minutes of the above-stated meeting are submitted for approval.

Secretary for the Meeting

Date

Approval: Based on committee consensus, the minutes of the above-stated meeting are hereby approved as presented and/or corrected.

Public Engagement & Development (PED) Committee Chair

Date

Public Engagement & Development (PED) Committee

Thursday, September 26 2019 ▪ 9:30 – 11:30 a.m.
Charles Morris Conference Room

- 1) Determination of Quorum & Call to Order**
 - a. Welcome/Chair Comments
- 2) Approval of Minutes**
 - a. February 13, 2019*
 - b. August 15, 2019*
- 3) Required Documents***
 - a. Conflict of Interest Policy
 - b. Conflict of Interest Disclosure Statement
 - c. Media Consent Waiver and Release
 - d. Board and Committee Member Data Addendum
- 4) Reminder of the Board Priority and Direction for Fund Development**
- 5) Strategic Planning for Creation of the Five Year Fund Development Plan Draft Outline**
- 6) Setting a standing meeting**
- 7) Adjournment**

* Needs Action ^ Information Only ! Possible Conflict of Interest (Recusals) ° Electronic Copy (Hard copies are available upon request)