



In partnership with:



3304 SE Lake Weir Avenue, Suite 2  
 Ocala, FL 34471  
 352 369 2315 FAX 352 369 2475

[www.elc-marion.org](http://www.elc-marion.org)

The **Mission** of Success By 6 of Marion County is that all children in our community are safe, healthy, eager to learn and ready to succeed by the time they enter school

**Success By 6 (SB6) Leadership Council  
 AGENDA  
 January 20, 2011  
 10:00 AM**

Call to Order  
 Roll Call

T. Dewey  
 T. Rosario

To participate in this meeting via conference call: dial-in number is (888) 808-6959 & conference code is 0955728

**MEETING MINUTES**

SB6 Leadership Council Meeting Minutes from November 18, 2011 Section 1

**COMMITTEE WORKGROUPS UPDATES**

Financial Support  
 Public Awareness  
 Parenting Assistance

Section 2 A. Lewis  
 Section 2 T. James  
 Section 2 D. Atchison

**STRATEGIC PLAN**

Strategic Plan Update  
 United Way Strategic Plan/SB6 Alignment Finalized

Section 3 K. Howell  
 K. Howell

**INFORMATION ITEMS**

Crib Item for AAP Endorsement  
 2011 Pajamas for Bedtime Recap  
 SB6 Born Learning Trail Update  
 SB6 County CDBG Funding Application FY 2012-2013  
 ELCMC & UWMC Updates

T. James  
 Section 4 K. Howell  
 K. Howell  
 A. Winter  
 A. Winter/M. Quinlan

Public Comment  
 Adjournment

The Early Learning Coalition of Marion County will meet as shown below:

Program/VPK Committee 8:30 a.m., Fri.	Success By 6 (SB6) Leadership Council 10:00 a.m., Fri.	SB6 Sub-Committees			Executive Committee 8:30 a.m., Wed.	By-Laws Committee 9:30 a.m. Wed.	Board 8:30 a.m., Thurs.
		Parenting Assistance 9:00 a.m.	Public Awareness 10:00 a.m.	Financial Support 11:00 a.m.			
		2/9/2012			2/8/2012		2/23/2012
3/16/2012	3/16/2012				3/14/2012		
		4/13/2012			4/11/2012		4/26/2012
5/18/2012	5/18/2012				5/9/2012		

Success By 6 Leadership Council meetings are held at United Way of Marion County, 1401 NE 2<sup>nd</sup> St., Ocala, FL 34470 – phone (352) 732-9696

# Section

I



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## **Success By 6 (SB6) Leadership Council (LC) Meeting Minutes**

Date: November 18, 2011  
Place: United Way of Marion County (UWMC), 1401 NE 2<sup>nd</sup> Street, Ocala  
Time: 10:00 a.m.

### **Members Present**

Tom Dewey (SB6 LC Chair), Dr. Nate Grossman, Toni James, Bruce Seaman, Troy Strawder, Julie Sieg

### **Members Absent**

Angie Lewis (SB6 LC Vice Chair), Jane Fontaine, Dion Atchison

### **Guests**

Maureen Quinlan (UWMC) President

### **Staff**

Anita Winter (Business Development Director), Krissy Howell (SB6 Manager), Tee Rosario (Administrative Support Director)

### **Call to Order**

Tom Dewey called the meeting to order.

### **Roll Call**

Tee Rosario announced that this meeting was properly noticed. She called roll and a quorum was present.

## **MEETING MINUTES**

*Troy Strawder moved and Dr. Nate Grossman seconded the approval of the SB6 LC Meeting Minutes from September 16, 2011. The motion carried unanimously.*

## **COMMITTEE WORKGROUPS UPDATES**

### **Financial Support**

Krissy Howell provided an update from the workgroup meeting held on October 14, 2011. The report was included for review. Highlights include:

- Fundraising ideas were discussed. The baby bottles fundraiser at the Children First Breakfast was successful.
- Increasing sponsorships for future Children First Breakfast was also discussed.
- There was \$833.00 raised at the Charity Picnic that will be used towards replacing the old, non-compliant cribs at the Salvation Army.
- Julie Sieg requested that other locations for the Children First Breakfast be considered. Suggestions from the LC included the Boys and Girls Club and the Marion County Extension Services. The possibility of the Breakfast being catered was also discussed. One of the challenges with the suggested locations is parking for over 300 attendees.

### **Public Awareness**

Toni James, Public Awareness Chair provided an update for the meeting held November 4, 2011. The report was included for review. Highlights include:

- Revisions to the Mission and Vision Statements of SB6 were discussed (which will be presented later in the agenda for review and approval).
- An article that Toni James presented regarding new “breathable” mesh crib bumpers was discussed. They are sold on-line through selected stores. Dr. Nate Grossman disagreed with the consideration to purchase said crib bumpers. There should not be any crib bumpers in a crib with a baby, according to American Academy of Pediatrics.
- An amendment to the SB6 Strategic Plan was discussed and will also be presented later in the agenda for review and approval.
- Possible advertising methods on billboards (digital) were discussed.
- The workgroup discussed enhancing ways to promote SB6 through mailings that would be sent to UWMC Board members.
- Toni James will meet with the owner of Latino Y Mas restaurant to discuss possible partnership with the Hispanic community for the SB6 programs.

### **Parenting Assistance**

Dr. Nate Grossman, Committee member of the Parenting Assistance workgroup provided an update for the meeting held on August 12, 2011. The report was included for review. Highlights include:

- The Committee discussed aligning the SB6 Strategic Plan to the UWMC Strategic Plan with a focus on Education, Income, and Health.
- Born Learning Trail was discussed as an ideal project for the Eagle Scout. Krissy Howell will be looking into this as well as a possible location for the trail.
  - Maureen Quinlan discussed that UWMC is going to propose to the UWMC Board to purchase a Born Learning Trail (indoor and outside version) for children/families. The trail cost approximately \$1,200 to \$1,300 to purchase. A location for the Trail would be needed for this purpose.

### **STRATEGIC PLAN**

#### **Strategic Plan Update/SB6 Manager Update**

The Strategic Plan/SB6 Manager Update was included for review. Krissy Howell discussed the Strategic Plan update in detail. Highlights include:

- Kids Central, Inc. purchased 400 cribs for the Caring through Cribs program for their district served.
- Approximately 24 parents average attendance at the Active Parenting classes. The classes will be offered at the Marion County Public Library from January through June 2012.
- A grant application for \$5,000.00 will be submitted on-line on December 1, 2011 to Wal-Mart.
  - Discussion on the floor if more than one funding request can be made to multiple Wal-Mart stores. Krissy Howell will review said request.
- There was \$827.00 raised via the baby bottles fundraiser at the Children First Breakfast.

### **ACTION ITEMS**

#### **SB6 Revised Mission & Vision Statements**

Requested approval to revise the current SB6 Mission and Vision Statements. Toni James read the Statements to the LC. In 2006 the LC adopted the current SB6 Mission and Vision statements. During the August 12, 2011 Public Awareness Committee meeting it was suggested to revise the current Mission and Vision statements. The Public Awareness Committee met on November 4, 2011 to suggest the following newly revised Mission and Vision Statements to the Council:

*Mission – The Mission of Success By Six 6 of Marion County is that all children in our community are safe, healthy, eager to learn, and ready to succeed by the time they enter school.*

*Vision – The Vision of Success By 6 of Marion County is to create a community where all children, by the age of six, have an ~~mental~~ **educational**, physical, social, and emotional foundation needed to grow into healthy, productive members of the community.*

*Toni James moved and Dr. Grossman seconded the approval of the Mission Statement as amended noted in strikethrough and bold font. The motion carried unanimously.*

*Toni James moved and Bruce Seaman seconded the approval of the Vision Statement as amended noted in strikethrough and bold font. The motion carried unanimously.*

### **Strategic Plan Amendment**

Requested approval to revise the current SB6 Strategic Plan. Tom Dewey discussed the amendments to the Strategic Plan. The SB6 Strategic Plan was last updated on September 10, 2010. During the August 12, 2011 Public Awareness Committee meeting it was suggested that the current Strategic Plan be revised to include Advocacy to local government officials and business leaders in our community. In addition, the committee members agreed to remove the Children's Dental program from Objective 3, Strategy 1 due to the pending inception of the Children's Dental Program at Heart of Florida Health Center. A copy of the newly revised Strategic Plan with the revisions highlighted in red was included for review.

*Bruce Seaman moved and Toni James seconded the approval as stated above. The motion carried unanimously.*

### **INFORMATION ITEMS**

#### **Committee Meeting Times**

There have been issues with attendance to the Workgroup meetings. Tom Dewey requested that if the dates and times are an issue for the members to please notify Krissy Howell for possible date/time change. Discussion on the floor regarding the dates and times of the workgroups. Dr. Grossman's challenge is attending the second Friday meeting dates. His schedule allows him to attend the committee meeting the first and fourth Friday of the meeting months. Bruce Seaman does not have challenges with the recommended meeting date changes.

#### **United Way 50<sup>th</sup> Anniversary Celebration**

A save the date for the UW 50<sup>th</sup> Anniversary Celebration was available to the LC. Toni James discussed the Celebration in details. Highlights regarding the celebration include:

- There will be a Celebration dinner Thursday, December 1st, at the Ocala Hilton, where guests will make progressive visits through the decades, ending in the ballroom recognizing past leaders.
- The Celebration will not only recognize the accomplishments of the past 50 years but also the next 50 years.
- There is an artist competition opened to individuals of all ages to draw a painting that will show the impact UWMC has had in the community the last 50 years.
- Tom Dewey requested that a reminder email be sent to the LC and the ELCMC Board of Directors reminding them of the UWMC 50<sup>th</sup> anniversary celebration.

#### **ELCMC & UWMC Updates**

Anita Winter discussed the ELCMC updates. Highlights include:

- The Public Policy Institute is possibly conducting a study on early childhood education.
- Roseann Fricks continues to make frequent visits to Tallahassee and Orlando to meet with Legislators, other Coalition Executive Directors, etc. to discuss early learning issues.
- The Office of Early Learning has a new Director, Dr. Mel Jurado. Dr. Jurado served on the ELC Hillsborough Board and the past president of the Foundation Board of Trustee.
- The ELCMC Board approved a parent fee increase in a two-step implementation process. This will also include a sibling discount. Anita Winter discussed the fee increase in detail.

Maureen Quinlan discussed the UWMC updates. Highlights include:

- Strategic Plan updates were reviewed in detail. The updates were approved by the UWMC Board at the Wednesday, November 16<sup>th</sup>, 2011 meeting. The updated Strategic Plan will be distributed to the LC once it is finalized on paper.
- UWMC's Board is set to adopt the United Way of Florida's Legislative agenda which includes advocacy for early learning funding.
- The Publix Foundation will be awarding grants (\$4 – \$5 million) to eight community agencies; UWMC was one of the agencies selected. The grant will focus on third grade reading/literacy. UWMC staff will be in Lakeland (The Publix Foundation headquarters) on November 30<sup>th</sup> in which



# Section

II

## **Financial Support Committee**

Meeting Date: December 9, 2011

- No members in attendance, no meeting took place

## Public Awareness Committee

**Meeting Date: December 9, 2011**

- In attendance – Committee Members: Julie Sieg, Troy Strawder  
Staff: Anita Winter, Krissy Howell
- It was advised that we put an end to the discussion on breathable bumper pads as they are not recommended by the AAP.
- Troy Strawder provided Anita with a contact name at Lamar advertising for possible billboard space.
- WOCA NewsTalk Radio and 92.9 were recommended as local radio stations to advertise or create awareness on.
- Troy mentioned starting a campaign timeline and feels the community has a need for a Safe Sleep Campaign, Krissy strongly agrees 😊
- Troy suggested that radio has worked best for ARC over the years. We would need to determine which station would best fit our demographics. Also suggested creating a community awareness timeline. – Can we get stats from the Health Department sooner?

## Parenting Assistance Committee

Meeting Date: December 9, 2011

- In attendance: Committee Members: Dr. Grossman, Bruce Seaman, Maureen Quinlan, Staff, Krissy Howell, Anita Winter
- Dr. G suggested that AP classes can be filmed with the help of MTI, MCPS, and Kevin Christian. A school-related class could be shown on the MCPS televisions during Open House events in August 2012.
- Active Parenting Evaluations from November 2011 class were included for committee review. Classes are scheduled at MCPL through June of 2012.
- At the next LC meeting we will have a final copy of the United Way strategic plan items that align with the SB6 strategic plan. This was just approved on 12/9/11 by the United Way Board.
- Born Learning Trail – Anita and Krissy will visit Cadhoejoe Park as a possible location recommended by Marion County Parks. Krissy will continue seeking an Eagle Scout for this project.
- AP Classes in Spanish were discussed. Bruce Seaman sees the need at certain elementary schools. Esther Otiza was recommended as a translator/contact from the MCPS. Lola Gonzales was also mentioned as a way to reach the Spanish population. Finding a sponsor for Spanish books and materials for the class was also mentioned.
- It was agreed upon that Committee meeting dates will remain the same until June 2012.
- Maureen highlighted the Publix Grant meeting indicating that 2 long term goals of the grant are 3<sup>rd</sup> grade reading scores and Women's Leadership Council growth. Carol Jenkins Barnett was mentioned as big supporter of SB6! Partnering with the ELC and the MCPS is a mandatory factor in this grant. The next meeting on this grant is in February.
- In reference to the Publix Grant Dr. G. reiterated his opinion of Marion County adopting a county-wide Letter of the Week.

# Section

III

Success By 6 Strategic Plan Update

January 20, 2011

**Financial Support**

**New Partnerships**

**Goal FY = 4** Year to date = 2

July 2011 – 0

August 2011 – 1

September 2011 – 0

October 2011 – 0

November 2011 – 0

December 2011 – 1

**Additional Funding Requested**

**Goal FY = 6** Year to date = 5

July = 0

August = 0

September = 1

October = 0

November = 2

December = 2

**Additional Funding Received**

**Goal FY = 3** Year to date = 4

July = 1

August = 0

September = 1

October = 0

November = 2

December - 0

## Parenting Assistance

### Cribs Distribution

**Goal FY = 180** Year to Date = 115

July – 15

August- 18

September – 28

October – 23

November – 25

December – 6

### Active Parenting

**Goal FY = 150 Parents** Year to date = 107

August – 31

December – No Class

September – 15

January – 10

October – 27

November – 24

### Imagination Library

**Goal FY = Sustain enrollment of 300 Children** Year to date = Average of 298

July – 322

November – 290

August – 302

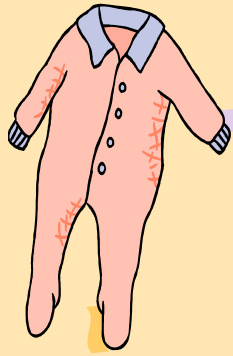
December – 274

September – 301

October – 298

# Section

## IV



# 4th Annual Pajamas and Books for Bedtime Recap- 2011

**Thank you to all our donors:** Closet-Maid, Kiwanis of Lake Weir, Marion County Public Schools/ Elem. Ed., CF College, Ocala Women's Network, Marion County Health Dept., United States Probation Office, SW Christian Church, Dayle and Steven Silver, The Tenants Assoc. of Trinity Villas, Vanguard High School, Wyominga Park Elem., Carousel Early Learning, First Baptist Church King's Daughter's, US Post Office, Gateway Bank, First Presbyterian Church of Ocala, States Attorney's Office, Jenkins Acura, ORMC -RN Sheryl, Dr. Ford, Ped. Assoc. of Ocala, Ocala/ Marion County Assoc. of Realtors, Pioneer Garden Club, Monday Group, Avalon Professional Office, Workforce Connection, Beta Sigma Phi, Girl Scout Troop, ELCMC Board member, and several community residents: Jack Morrison, John Diamond, Janet Coe, Deb McGowan, Kristie Murray, Alexis Stafford, Loretta McCroan, Ashley Ferraro, and Susan Bench!!!



**The Early Learning Coalition Success By 6 Initiative would like to thank the businesses, organizations and the community for their generous donations of Pajamas and Books for children in need.**

**Our biggest thanks to the Winners of the PJ and book challenge:**

**The Villages Recreational Centers and Silver Trefoil Girl Scout Group**  
600 pajamas and over 275 books!

**Storm and Chris WTKK morning radio show** and listeners donated 270 Pajamas.

**Marion County Public Library/ Marion County employees and patrons** donated 262 Pajamas and 279 Books.

**\*Special thanks to Donna Duncan** who donated 417 Books!

**1,910 Pajamas and 1,334 Books were donated then distributed to children in need prior to Christmas! The children and families were very appreciative for these gifts. Children identified as homeless through Marion County Public Schools received Pajamas and Books, as well as many families in need in the community.**

