

**Wake County SmartStart  
Executive Committee Meeting  
September 23, 2015**

A regular meeting of the Wake County SmartStart Executive Committee occurred on Wednesday, September 23, 2015 with Board Chair, Mike Smith presiding. The meeting took place in the conference room of the Wake County SmartStart office located at 4901 Waters Edge Drive, Suite 101 in Raleigh, North Carolina.

Executive Committee members in attendance were: Kelly Caldwell, Dale Cousins, Camille Schaffer, Mike Smith and Angie Welsh.

Executive Committee members absent and excused were: Lorie Barnes, Arvelis Byrd and Mark Langford.

Staff members present: Phyllis Barbour, Gary Carr, Pam Dowdy, Nancy Peck, and Anna Troutman.

**Welcome/Call to Order/Adoption of Agenda:**

At 8:30 AM, Board Chair, Mike Smith recognized a quorum and called the meeting to order. Camille Schaffer moved to adopt the agenda as presented. Kelly Caldwell seconded the motion. Calling for a vote and hearing no objections, the motion passed. (9-15-07)

Angie Welsh moved to approve the consent agenda including minutes from the previous meeting on May 20, 2015 and August 2015 Financial reports. Kelly Caldwell seconded the motion. Calling for a vote and hearing no objections, the motion carried. (09-15-08)

**Chair's Report**

- Chair, Mike Smith commented on the finalized state budget, making note of the increase in the match requirement. He said the first step to raising the additional funds is making the WCSS Board aware of the need. Dr. Smith opened a discussion on Board Giving goals. Executive Committee members discussed creating a budget line item equivalent to last year's amount, setting a goal of 100% participation, checking for company matching programs and reminders to give in the current fiscal year.

Mike Smith drew attention to a fundraising report used by North Carolina Partnership for Children (NCPC) as an example that could be used to help WCSS plan fund development. Pam Dowdy said she will work with staff to develop a donation report with a similar structure. Executive Committee members discussed strategies to promote fundraising to present to the Board, including: staff giving campaign, SECC campaign, fiscal year giving reminder, Board members' personal network for honoring gifts, United Way Campaign, corporate match, social media. The Committee also discussed how gifts will be used. Pam Dowdy said she would follow up with Jim Greene on how Cabarrus Partnership for Children does their fundraising.

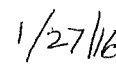
- Mike Smith reported Telamon has received the federal grant for Early Head Start expansion in the amount of \$864,000, and raised the question of how this program will be sustained. Pam Dowdy stated that a 20% match in layered funding will be required by July 1, 2016. She said WCSS will work with Wake County Human Services to agree to financial commitment needed by Telamon to plan for grant renewal next year. She suggested developing a proposal to gain continued support from Wake County. Ms. Dowdy also suggested a potential source of funds that could be committed to as a last resort.

**Executive Director's Report**

- Pam Dowdy presented a summary of the finalized state budget affecting WCSS and early childhood programming. The key items include:
  - 17% increase in the Smart Start match requirement in the current fiscal year and 19% in FY 16-17
  - \$120,000 cap for nonprofit salaries funded by the state
  - \$5 million recurring increase for Pre-K expansion.
  - Increase in the child care subsidy reimbursement rate for small counties
  - Early Education/Family Support system study by Health and Human Services Oversight Committee

Ms. Dowdy referred to the in-kind report on Attachment B.2 showing the match percentage by program in FY 14-15. She said staff will work with partners and in-house to meet the new match requirement, and keep the Board updated through regular reports in Finance Committee.

 Initial

 Date

- Pam Dowdy informed the Executive Committee that WCSS will leave the position of Director of Early Childhood Initiatives vacant for the time being. In the interim, Anna Troutman will assume supervision of Early Childhood Initiative staff in addition to Program Coordination and Evaluation staff. WCSS will make a decision early next year if this role should be permanent.
- Ms. Dowdy shared a preview of an engagement pyramid model developed by Community Outreach & Education as a tool for moving people up from one level of engagement to another. She explained that the pyramid is tailored for various groups of people to start the conversation by allowing them to self-select their level of engagement and will be used internally to classify contacts. A draft of the engagement pyramid will be sent to Executive Committee for feedback. As an example of engagement, Ms. Dowdy updated the Executive Committee on a recent meeting with Bruce Clarke, CEO of Capital Associates Industries which resulted in his offer to host a "lunch and learn" for his connections in Human Resources about WCSS's work.

Mike Smith summarized points for discussion at the October Board meeting

- Board Giving goals
- Ideas to increase fundraising
- Discussion on targeting specific areas where unrestricted gifts might be directed

Pam Dowdy said she will check with NCPC about an amount rule for unrestricted gifts. Finance Committee will work on developing gift category scenarios to bring to the Board.

With no further business to address, Camille Schaffer made a motion to adjourn the meeting at 9:50 AM. Kelly Caldwell seconded the motion. Calling for a vote, the motion was unanimous. (09-15-09)

Larri C. Barnes

Secretary Signature

1/27/16

Date