



POLK COUNTY EARLY CHILDHOOD IOWA BOARD MEETING
United Way of Central Iowa – Room 200
Des Moines, Iowa
January 16, 2019

Voting Members Present: Craig Sieverding, Rob Barron, Deanna Bennigsdorf, Sam Carrell, Jem Gong-Browne, Marianka Pille, Jana Shepherd, Mee Yang-Lee; Ahmed Agyeman, Nick Dial and Matt Knoll participated via teleconference; Josh Mandelbaum arrived at 8:15 a.m.; Jeanie McCarville Kerber arrived at 8:20 a.m.

Voting Members Absent: Marvin DeJear, Bryan Huggins, Georgia Sheriff, Emily Westergaard

Ex-Officio Members Present: Dave Arens; Barb Merrill participated via teleconference

Ex-Officio Members Absent: Terry Harrmann, Brook Rosenberg

Staff Present: Barb Bremner, Jody Kanne

Guests Present: Danielle Johnson, Finance Director, United Way of Central Iowa; Jeanette Luthringer, Community health Director, EveryStep; Tim Paluch, Supervisor, Community Engagement, Des Moines Public Library; Linda Roe, Deputy Director, Des Moines Public Library

Welcome and Introductions

Board Chair Craig Sieverding welcomed board members and guests to the Polk County Early Childhood Iowa Board meeting at 8:08 a.m. Quorum was met at this time.

Approval December Minutes

Minutes of December 19, 2018 meeting were presented. There were no comments or corrections.

A motion to approve the minutes was made by Sam Carrell and seconded by Deanna Bennigsdorf. THE MOTION CARRIED UNANIMOUSLY.

FY19 Financial Statements

Bremner presented financial statements for November 2018. Statements are a cash presentation of financial transactions which took place through November 30th of fiscal year 2019. Because this meeting occurred a week earlier than is typical the December financials were not completed by the fiscal agent. December and January financials will be presented at the next board meeting.

School Ready

- FY19 Polk County ECI School Ready funding is \$2,740,722.00.
- Carry Forward funds total \$76,850.44.
- Total School Ready funds in FY19 budget are \$2,817,572.44.

- Second quarterly payment of \$685,181.00 received in October.
- Interest accrued \$4,549.05
- At end of November 2018 School Ready funds of \$736,028.79 had been expended.
- Expenditures are 26% of FY19 School Ready funds. In previous fiscal year 2018 by end of November 31% of funds had been expended.

Early Childhood

- FY19 Polk County ECI Early Childhood funding is \$1,010,158.00.
- Carry Forward funds total \$126,061.40.
- Total Early Childhood funds in FY19 budget are \$1,136,219.40.
- Second quarterly payment of \$252,539.50 received in October.
- Interest accrued \$2,255.55.
- At end of November Early Childhood funds of \$284,116.27 had been expended.
- Expenditures are 25% of FY19 Early Childhood funds. In FY18 at end of November 30% of funds had been expended.

Josh Mandelbaum arrived at 8:15 a.m.

A motion to approve the November 2018 financial report for both grants was made by Rob Barron and seconded by Deanna Bennigsdorf. THE MOTION CARRIED UNANIMOUSLY.

Audit for Fiscal Year 2018 (July 1, 2017 – June 20, 2018)

Danielle Johnson, Finance Director, United Way of Central Iowa, presented audit completed by Books Lodden, P.C. Johnson discussed the letter to the board which asserted that their examination of internal controls and procedures identified no deficiencies. Johnson walked members through the agreed upon procedures and highlighted that this process, which included the examination of 50 randomly selected invoices, did not identify any issues or instances of noncompliance.

Jeanie McCarville Kerber arrived at 8:20 a.m.

Johnson reported both the Early Childhood and School Ready carryover amounts fell well within the allowable 20%. Johnson felt because of the internal processes and clear communication with contractors of expectations the audit process was efficient and wrapped up several days early.

Des Moines Public Library Simple Steps Update

Bremner reported Sue Woody was promoted to Executive Director of Des Moines Public Library in 2018. Tim Paluch, Supervisor, Community Engagement was hired in August to replace Woody. Bremner introduced Paluch and Deputy Director Linda Roe to provide an update on the Simple Steps program.

Roe reported Paluch assembled an advisory group which January 15th to get feedback regarding the past distribution of materials and ideas for the program for this year. First year funding was used to create the materials and commercials to build community awareness. Second year funding

was put towards a larger social media presence. This year, capitalizing on Paluch's marketing skills, funding will be used to build upon the existing social media platform.

An updated marketing roll-out will begin in February focusing on targeted demographics and specific messages. Additional plans in the works:

- Re-editing some of the 30 second commercials to 6 or 15 second spots to be used on YouTube
- Rebuilding Facebook content to increase engagement and website visits
- Increasing signage in public places, i.e. concentrated bus stop locations
- Working with Hy-Vee for opportunities for families to engage children while shopping. Creating Simple steps signage for produce department. Possibly expanding to Price Chopper
- Work with pediatrician offices to include Simple Steps materials with well child visits.
- Devise a plan to track end impact of program by event
- Developed blank templates of materials to be shared with communities whose home language is not English to be used for translation

The advisory group will meet again in 4-6 weeks. Paluch will share links with Bremner to share with members.

Program Reapplication for Funding: Forms, Process, Timeline

Members were presented with documents relating to the spring program review. Bremner walked members through the Program Reapplication & Review Timeline document. She will be scheduling 90-minute Early Childhood and School Ready committee meetings before the February 27th board meeting. Shanell Wagler, ECI Department of Management, will meet with the board at the February 27th meeting as part of the accreditation process. Wagler will also meet with funded partners that afternoon to gather feedback on the board and their presence in the community.

As a result of member feedback from the 2018 program review, the weight for of the rubric item "Sustainability" was reduced from a multiplier of 9 to a multiplier of 5. This in line that while sustainability is a goal it is a real challenge for most if not all funded programs.

Sam Carrell departed at 8:55 a.m.

Bremner reported all programs have received the updated 2018 Community Plan to reference while completing their reapplication process. The Authorization and Release for use of Personal Story and Photos document is provided for program's to complete when sharing an individual's success story or photo.

Administrative Report

- Bremner convened the Early Literacy Metro group January 7th.
- Bremner met with the Preschool Advisory group January 10th. They will meet with the School Ready committee on March 6th.
- Bremner attended the free screening of the documentary *No Small Matter* at Drake University Tuesday, January 8th at 6:00 p.m. The screening was highly attended by area providers; unfortunately no legislators were in attendance.

- Bremer invited members to attend the OpportUNITY Summit: Child Care Thursday, February 7th at the Polk County Northside Community Center, 3010 6th Ave., Des Moines. Doors open at 5:00 p.m., program runs from 5:30 – 7:30 p.m. Members were asked to invite their elected official and city council members. Helen Blank, Director of Leadership and Public Policy at the National Women’s Law Center, will be the key note speaker. Tim Shanahan, Executive Director at Bidwell-Riverside, and Kay Strahorn, Bidwell Child Development Center Director, will speak about Iowa’s Child Care Assistance and child care cliff effect. Bremner will send out the registration link.

Old Business

Bremner reported after the board’s approval of emergency funding for Capitol Park at the January meeting the funding was immediately dispersed. She is meeting with Norton Hatlie and Kelley Wandro along with Women United representative Lynn Graves and ECQuIP Project Manager Stacey Walter this afternoon. Additional meetings will be scheduled for February and March to assess the centers progress and provide additional resources. Deanna Bennigsdorf and Mee Yang-Lee expressed interest in attending future meetings with Capitol Park. Please contact Bremner if you are interested in attending as well.

United Way worked with a contractor to conduct a SWOT analysis last year. Bremner will work to schedule her for the March meeting to present her findings.

New Business

None.

Public Comment

None reported.

Adjourn

A motion to adjourn the meeting was made by Jeanie McCarville Kerber and seconded by Mee Yang-Lee. THE MOTION CARRIED UNANIMOUSLY. The meeting adjourned at 9:06 a.m.