

Board of Directors Meeting Minutes

Wednesday, July 21st, 2021

12:00 p.m. – 1:16 p.m.

via ZOOM URL: <https://us02web.zoom.us/j/83003066032>

Members Present: (Board Chair) **Sheryll Strode**, (CEO of Smart Start of Forsyth County) **Louis Finney Jr.**, (Board Member) **Joan Troost**, (Board Member) **Debbie Best**, (Board Member) **Susanne Wilkinson**, (Board Member/HR Committee Chair) **Doug Pungner**, (Board Member) **Debi Reynolds**, (Board Member/Secretary) **Tembila Covington**, (Board Member/MALea Committee Chair) **Elizabeth Perkins Lees**, (Board Member/ Development Committee Chair) **Sabrina Hinton**, (Board Member) **Emily Rector**, (Board Member) **Victor Isler**, (Board Member), (Board Vice-Chair) **Reginald McCaskill**, (Board Member) **Brian Hart**, (Treasurer) **Bennett Bruff**, (Board Member) **Theresa Stephens**, (Board Member) **Tonya McDaniel** (Board Member) **Linda Jackson-Barnes**, (Board Member) **Wilson Weaver**, (Board Member) **Jessica McCrory**, (Board Member) **Kristin Toruno**, (Board Member) **Effie McMillan**, (Board Member) **Diana Santos Johnson**.

Staff Attendees: (Director of Continuous Quality Improvement and Partnerships) **Melissa Estler**, (Director of Advancement & Community Education) **Brad Gaither**, (Community and Education Outreach) **Marvin Fulwood**, (Director of Children and Family Services) **Saquana Terry**, (HR Specialist) **Joanna Brim**, (Chief Program Officer) **Tabitha McAllister**, (Family Intake Lead) **Sherri Jones**.

Members Absent: (Board Member) **Vivien Stearns**, (Board Member) **Denise Hartsfield**, (Board Member) **Cleo Morrison**, (Board Member) **Dorothy Monique Pearce-Brady**, (Board Member) **Anna Miller Fitzwater**, (Board Member) **Katrina Tucker**

Call to Order:

(Board Chair) Sheryll Strode called the meeting to order at 12:02 p.m. via ZOOM platform. The Chair established a quorum.

Review and Adopt Agenda:

A motion to approve the agenda was made by (Human Resourcing Committee Chair) Doug Pungner. The motion to approve the agenda was seconded by (Development Committee Chair) Sabrina Hinton. All Board Members present voted unanimously to adopt the agenda.

Introduction of visitors and opportunity for public comment:

Visitors: No Visitors

Public Comment: No public comment

Consent Agenda:

- **For Consent:**
- May 19th, 2021, Board of Directors Meeting Minutes – *attached*

- **For Receipt:**
- CEO Corporate Report – *attached*
- May Treasurer’s Report and Finance Summary – *attached*
- SSFC Pre-Audit Letter – *attached*
- Smart Start of Forsyth County Employee Survey – *attached*
- MALea Committee Report – *attached*
- Development Committee Report – *attached*
- Strategic Priority Presentation on Visibility, Reputation, and Influence
- Finance Committee Report – *attached*
- Board Update Strategic Priority Presentation – *attached*
- Employee Retention Report – *attached*
- Board Composition – *attached*
- SSFC Updated Org Chart – *attached*
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Approval of Consent Agenda

A motion was made to strike the Proposed SSFC Board Composition by (Board Chair) Sheryll Strode. A motion was made to approve the consent agenda with the strike by (Board Member) Wilson Weaver. The motion to approve the consent agenda was seconded by (Board Vice Chair) Reginald McCaskill. All Board Members present voted unanimously to approve the consent agenda.

Update from Board Chair Sheryll Strode

(Board Chair) Sheryll Strode suggested an amendment to the SSFC By Laws, Article 5 Section 3 entitled Term. The suggested amendment is to allow for a third term in any case not just in the case of the Director being elected to an Officer position. The purpose of this suggested amendment is to allow the Board Composition Committee and the Board the option to create more consistency in Board Membership. (Board Chair) Sheryll Strode also requested a correction to Article 6 Section 5 Entitled Terms to delete a note from previous reviews left in the By Laws in error.

(Board Vice Chair) Reginald McCaskill suggested the addition of a standing By Laws Committee. Since Board Members did not receive notice of these suggested changes to the By Laws the required 10 days in advance of voting, (Board Member/HR Committee Chair) Doug

Punger suggested that we could accept a vote today as the first submission and vote on final approval during September's Board Meeting. (Board Vice Chair) Reginald McCaskill made the motion to accept the suggested amendments on first reading. (Board Member/HR Committee Chair) Doug Punger seconded the amendment. All Board Members present voted unanimously to approve the first reading.

(Board Chair) Sheryll Strode requested that any nominations for officer positions be sent to her by August 5th. (Secretary) Tembila Covington asked is the Vice Chair position elected or appointed. (Board Chair) Sheryll Strode stated that all officer positions are elected.

CEO Corporate Report: CEO of Smart Start Louis Finney Jr.

(CEO of Smart Start of Forsyth County) Louis Finney Jr. presented a written report to the Board of Directors attached with the minutes. Louis reviewed the company's strategic priority detailing that budget increases allowed for the recruitment of HR Specialist beginning in July 2021. Louis stated that the organization is following up again with the employee engagement survey by coordinating meetings with staff beginning August 15, 2021. The new organizational chart was implemented on July 1, 2021. Louis discussed the strengthening of the organization's Visibility, Reputation, and Influence which will be presented in detail by SSFC Staff Members Brad Gaither & Marvin Fulwood. Louis also discussed the organization providing Trauma-Informed Services which will allow the Team Lead Specialist to train Childcare Teachers to support children with challenging behaviors. Louis concluded his report.

(Board Chair) Sheryll Strode asked the board members if there were any questions regarding the strategic priority report and employee survey. There were no questions. (Board Member/HR Committee Chair) Doug Punger requested that job descriptions would be brought to the HR Committee in August.

Update from Staff Members Brad Gaither & Marvin Fulwood

(Staff Member) Brad Gaither began his presentation on SSFC's goal on strengthening the organization's visibility, reputation, and influence within the community to ensure the sustainability. (Staff Member) Marvin Fulwood discussed the organization's long-term goals which include: to increase traffic & interaction with the community through the company's website and social media accounts, increase reputation as an early childhood expert, and increase diversity and longevity of individual donors. Marvin also discussed the Short-Range Objective to reach the company's goal by updating the organization's website with visible personality such as authentic photos that we have taken at partnering childcare sites. Marvin also discussed promoted the SSFC quarterly newsletter for parents and providers to share. (Staff Member) Brad Gaither discussed implementing the organization's giving circle and provide giving levels so donors are able to see the impact on each dollar amount. More donations have allowed for the organization to host successful fundraisers, we have already reached our goal to host next year's

fundraiser. Brad also discussed reaching the goal to secure 100% Board giving. 67% of the Board donating. (Staff Member) Marvin Fulwood discussed successes of the growth of social media sites; roughly 40% growth in social media engagement within the year. (Staff Member) Brad Gaither discussed the success of the virtual fundraising event which has led to increased momentum within the community. Brad also discussed increasing the staff's giving which will allow employees to further support the organization. Brad discussed updating the company's website. These updates include a English to Spanish translation to the website. The website was updated by making it more functional and informative. (Staff Member) Marvin Fulwood discussed the organization's goal to increase and maintain community partnerships with community officials and the local library. (Staff Member) Brad Gaither discussed the SSFC receiving a grant to ensure equity within childcare in the community. We are going to select 5 awardees that are in need to ensure equity within the community.

Board Composition & Succession Committee Update:

(Secretary/Board Composition Chair) Tembila Covington presented the meeting minutes from the Board Composition Committee meeting on July 19, 2021. The purpose of this meeting was to develop succession planning for Board members rolling off, discuss potential new Board members, and candidates for officer positions. The Board is looking to obtain possible new board member Takeisha Redd, a representative from the Latinx community, and a parent. The committee is looking to obtain 4 new members to replace the 4 Board members who will no longer serve. The By Laws and Election process was discussed at the committee meeting as well. The committee discussed engaging with Board members who have not been active. Tembila stated that the committee will meet again on August 3 for final review before the Board meeting in September. Tembila also stated that she is willing to serve as Board Vice Chair and Reginald McCaskill is willing to serve as Board Chair. (CEO of SSFC) Louis Finney stated that Bennett Bruff is interested in serving as the Board Treasurer for an additional year as well.

MALea Committee — Committee Chair Jessica McCrory:

(MALea Committee Chair) Jessica McCrory presented the MALea Committee meeting minutes from May 26, 2021. (MALea Committee Chair) Jessica McCrory informed the Board that MALea has welcomed two new members: Ken Pettigrew & Natasha Williams. The MALea committee will be meeting with providers to receive an update before beginning the allocations process.

Development Committee - Committee Chair Dr. Sabrina Hinton

(Development Committee Chair) Sabrina Hinton provided an overview of the Committee report regarding the Committee meeting on June 24, 2021. Sabrina discussed the upcoming meeting in August where the committee will further discuss upcoming fundraisers and thanked the staff and Board for their donations. The committee will update the board in September regarding the

Committee meeting in August. Sabrina asked if there were any questions regarding the report. There were no questions.

Finance Committee — Committee Chair Bennett Bruff & CEO Louis Finney:

(Committee Chair) Bennett Bruff presented the meeting minutes & Treasurer's report from the Finance Committee meetings in May and June. Bennett discussed admin expenses that need to be reallocated to and paid with non-NCPC dollars; sufficient funds are available to do this due to under spending in various programs (CEO of Smart Start of Forsyth County) Louis Finney Jr informed the Board that SSFC is looking to recapture some of the funding that was not spent due to Covid-19 impacting service delivery. Louis discussed the audit letter that came from the Secretary of Health and Human Services.

(Board Chair) Sheryll Strode made a motion to approve the May & June Treasurers report and asked if there were any questions. Board voted unanimously to approve the Treasurers report.

Adjourn:

A motion to adjourn the Board Meeting was made by (Board Member) Debbie Best. (Board Member) Debbi Reynolds seconded the motion to adjourn the Board meeting. All Board Members present voted unanimously for the motion. Motion passed.

MEETING ADJOURNED AT 1:16 PM