



AGENDA

Meeting #2
February 13, 2018

Conference Call

712-770-4700 Code: 907206

Tuesday, February 13, 2018 -- 4:00 p.m.

Mission

Empowering immigrants and others to become self-sufficient, productive and civically engaged.

Hispanic Unity of Florida
Board of Directors Meeting
AGENDA
Tuesday, February 13, 2018

We will start the meeting promptly at 4pm

Conference Call: 712-770-4700 Code: 907206

1. 4:00pm **Call to Order/ Roll Call** **Charles Tatelbaum**

2. 4:05 **Presentations** Chair, Charles Tatelbaum **Information**
 - Member to Member Meet-UPS – Feedback
 - Great news from Development – Shani Wilson
 - HUF Updates – Josie Bacallao

3. 4:15 **Governance** Lucia Rodriguez **Discussion**

Discuss DRAFT retreat topics and agenda

4. 4:25 **Development - Save the Dates** - Shani Wilson **Information**
 - Circle of Friends – **March 15** at Chuck & Kitty Tatelbaum's Home (*Will send individual invites*)
 - Open House at HUF – *Tentative* - -April
 - CEO Dinner at Tower Club – *Tentative* – June
 - November “Ask Event” – *Tentative* – November

Entrepreneur Summit, NSU – Friday, Sept. 28

Tower Club Charity Classic – *Tentative* - Sat, Oct. 6

5. 4:35 **Consent Agenda** **Action** **Charles Tatelbaum**

Consent agenda items are items that may not need individual discussion and may be voted as one item. Any Board member wishing to discuss an item may move to have it considered individually.

 - i. Board Minutes - January 2018 *pg. 1-2*
 - ii. Finance Committee – January 2018 Meeting *pg. 3*
 - iii. Governance Committee Minutes – February 2018 *pg. 4-5*
 - iv. Advocacy Committee Minutes, January 2018 *pg. 6*
 - v. Marketing Committee – January 2018 *pg. 7-8*

6. 4:45 **Executive Session**

7. 5:00 pm **Adjourn**

16 Active Board members /9 required for quorum and vote

Hispanic Unity of Florida
BOARD OF DIRECTORS ATTENDANCE MATRIX

BOARD MEMBER	Feb 2017	Mar 2017	Apr 2017	May 2017	June 2017	July 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018			
AKITI, Melida	P	E	P	P		No Meeting	No Meeting	Cancelled – Hurricane Irma	P	P	P	P			
CARDOZO, Carolina															P
GARCIA, Rolando, Ph.D.												P	P	P	P/T
GOMEZ, Willy	P	P	E	P								P	P	P	P
GUERRERO, John	P	P	P	P								P	P	P	P
HERZ, Dan												P	E	P	P
LIMA, Hector	P(T)	P	P	P (T)								P	P(T)	E	P
MAINGOT, Daphne													P	P	P
PARADOWSKI, Christina	P	P	P	P								P(T)	P	P	P
PFISTER, Emma	P	P	E	E								P	E	P	P
QUINTANA, Al	P	P	P	P								P	P	E	P
RODRIGUEZ, Lucia	P	P	P	P								E	P	P	P
SAMPIER, Steve	P	P	P	P								P	P	P	P
SCHEVIS, Daniel															P/T
STONE, Angie															E
TATELBAUM, Chuck	P	P	P	P								E	P	P	P
Total Board Members	13	13	13	13					15	18	18	16			
Present: P / T= Telephone	12	11	11	10					12	14	13	15			
Excused: E	1	2	2	3					2	3	2	1			
Absent: A	0	0	0	0					1	1	1	0			
Board Members Present	92%	85%	85%	77%					80%	78%	83%	94%			

MINUTES
January 23, 2018
Hispanic Unity of Florida
Board of Directors Meeting

Call to Order

Meeting was called to order at 4:00pm by Chuck Tatelbaum.

Installation of Board Officers

Steve Sampier opened the meeting by outlining the duties of each officers and asking them to affirm their willingness to take on the responsibilities of their respective officer position. The new board officers were inducted. Charles Tatelbaum, Chair of the Board; Lucia Rodriguez, Chair-Elect; Guillermo Gomez, Past-Chair; Emma Pfister, Treasurer and Christina Paradowski, Secretary.

Chuck was given his “official” board chair gavel.

Presentations

- **Thank You’s to the 2017 Board Officers**— Chuck thanked the 2017 board officers: Steve Sampier, Past-Chair; Melida Akiti, Secretary and Jorge Gonzalez, Treasurer. Lastly, he thanked Willy Gomez for his leadership as Chair of the Board. Willy received a special HUF plaque and a “Willy” video which captured his tenure as chair.
- **Welcome**—Chuck welcomed Carolina Cardozo to the HUF board. She was given a HUF pin.
- **Member to Member Meetings Feedback**—Chuck Tatelbaum encouraged board members to try and make the effort to connect, as him and Willy Gomez frequently meet. Al Quintana & Emma Pfister have future plans to get together.
- **Mission Moment**—Felipe Pinzon introduced Ingrid Ekblad the Associate Director of Economic Development shared in the accomplishments of the Emerging Entrepreneur program. The program came together nearly seven years ago when HUF partnered with SCORE and the new volunteer SCORE Chapter Chair, George Gremse. Today, the two organizations jointly serve nearly 700+ small business owners with workshops in Spanish. Currently HUF is working on a Miami-Dade expansion with the Miami-Dade SCORE chair.
- **Staffer Profile**—Ingrid introduced Ana Maria Ceballos who started at HUF in 2011 as a volunteer. She recently was promoted to Manager and has been leading both the VITA program as well as our Emerging Entrepreneur efforts.

2018 Budget

Emma Pfister and Virginia Cielo refreshed the committee about the five-year strategic plan, which began in 2016. The board of directors decided to refinance both of HUF’s buildings in order to generate capital for capacity building. HUF is on target with the original plan which projected HUF to have a negative bottom line for two years. 2018 is the second year of the plan. Actuals in 2017 were in line with the budget. Dan Herz mentioned it’s worth looking at what Bank of America is giving us for interest on our reserve account. Virginia reviewed the overall agency assumptions, Felipe Pinzon provided an outlook for programs and Shani Wilson did the same for development.

Carolina Cardozo asked about the difference between “Advertising” and “Public Relations” account centers. Virginia Cielo will send her a description via email. Carolina also offered to provide Shani with information on how to better target potential donors using social media as well as the investment required.

Chuck suggested we have an optional “online” budget workshop in January 2019 for the 2019 budget so that everyone could follow the discussion via a webinar type environment.

Motion: Willy Gomez motioned to accept and approve the 2018 Budget. Melida Akiti provided the second and the motion passed.

Governance Committee

- As Chair of the committee Steve Sampier shared in 2018 there will be some bylaw changes. Such as committee definitions and a re-discussion of board officer term limits.
- Daphne Maingot, Dan Herz and Dr. Rolando Garcia shared their program tour experience this past December and how it really helped them to connect to HUF’s programs and clients. Steve encouraged the rest of the board to sign up for a 2-hour program emersion and to contact Felina Furer for scheduling.

Development

- Shani Wilson reported that 80% of 2018 funding is already secured with unrestricted dollars. There are many opportunities for grant renewal upgrades and ways to connect to existing and new funders. Real push for the Circle of Friends recruitment as well as a second year of giving.
- Stewardship & Events—Shani stressed how important thank you calls from board members can be and shared that research has documented a 39% increase in second gifts as a result of these stewardship calls. Shani will continue to keep the thank you calling calendar updated. There will be a second stage to “love on” the donors as Circle of Friends will be nudged to participate again. Chuck and Kitty will host a thank you event on March 15th. Lastly, this year’s E-Summit will be Friday, September 28th at NSU.

Shani will email to the board an updated thank you call 2018 calendar.

Consent Agenda

Chuck asked that the board members to consider the consent agenda minus the City of Hollywood CDBG grant submission approval.

Motion: Steve Sampier moved to accept the consent agenda (minus the COH grant submission.) and Willy Gomez provided the second. The motion passed.

Josie Bacallao shared with the board of directors information on HUF’s intent to submit a 2018 City of Hollywood CDBG Grant request for the agency’s economic development work. The submission requires board approval.

Motion: Steve Sampier moved to allow HUF staff submit the City of Hollywood CDBG Grant request. Dan Schevis provided the second. The motion passed.

Willy Gomez, Special Presentation

Willy Gomez had a special presentation and gifts in honor of Chuck Tatelbaum’s milestone birthday.

Executive Session

The board members held an executive session – minus staff – for 10 minutes.

Adjourned Meeting was adjourned at 6:15pm.

Hispanic Unity of Florida
Finance Committee Meeting
January 17, 2018

Attendance Sheet Attached:

members present and # members excused.
Attendance Sheet attached.

Emma Pfister acting as the new Chair, called the meeting to order at 8:40 am.

2018 HUF Budget

Budget Assumptions

Financial assumptions were presented for the 2018 by Virginia Cielo. Numbers very close to 2017. Reminder of the intentional refinancing of both of the HUF building's which is why there is a negative bottom line. There is an increase in revenue and occupancy cost. Broward County School's property manager advised Ms. Cielo that he is going to attempt to secure a 3-4 year lease. The current monthly rental is \$3,500 a month for ESOL which is put into savings, allowing for the new purchases such as the technology and facilities purchases or upgrades – from air conditioners to new firewalls - or other required improvements.

Program Budget Highlights

Presented by Felipe Pinzon. Felipe provided an overview – by program – of the activities in programs and the budgetary outlook for each. Public Benefits has decreased in 2018, therefore three employees were laid off. Looking to CSC for additional funding for the COMPASS program kicking off this year. Lastly, we still need \$995K for program expenses but he was confident HUF would secure the funding.

Fund Development Plan

Presented by Josie Bacallao. There is \$495k unrestricted in revenue in the budget. In addition there are \$995,000 in grant renewals as well as, restricted new dollars from grants and foundations. Combined, we will raise \$1.5M in 2018 - which is higher than in 2017. The HUF team will constantly monitor our monthly goals and we are fortunate to have a very high (nearly 100%) in renewal of existing grants. Not reflected in the 2017 actual was the \$66K raised in Hurricane money for the victims. Board members also are working on cultivating new donors and striving for renewals from our new Circle of Friends members. Tax reform is going may impact giving - on the positive side is reduced corporate tax rate. Daphne Maingot will share tax information with the committee. Government funding is ever changing and HUF has two federal RFP's due this year (IRS and USCIS). We will be prepared for contingency mode if necessary.

Account Receivable

Presented by Prasad Valluri. All those that are past due we have made contact with and they are being processed.

Unemployment Tax Rate, Electronic Signature, Health Insurance

Presented by Virginia Cielo. The unemployment tax rate is \$3K lower this year. Health insurance will cost the employer 4.3% more starting in June. The employee expense will also go up 6.5%. Estimating an 11% increase overall. HUF received a \$4,600 refund from Workers Comp.

Discussion on electronic signatures was brought up for authorized signatures for the Bank of America account. Currently board officers must sign for anything over \$5K. Mr. Tannenbaum suggested creating a board resolution and to verify with an auditing firm that any changes to are appropriate. Virginia Cielo will present to the committee some recommendations on how to best proceed.

She also will share an update on the strategic plan and reserves-savings – will review goals and challenges.

Meeting adjourned at 9:38 am.



Governance Committee Meeting Minutes February 2, 2018

Present:

Conference Call In: Steve Sampier, Angie Stone, Chuck Tatelbaum, Barbara Grevior, Melida Akiti, Christina Paradowski Josie Bacallao, Felina Rosales-Furer, Shani Wilson

Excused:

Maria Elena Ferrer

Next Steps/Action Items:

1. Continue discussion on board officer terms and officer positions.
2. Continue work on by-laws updates.

Discussions

- a. **2018 Governance Committee Priorities:** Steve Sampier reviewed his discussion with Chair, Chuck Tatelbaum regarding his vision and recommended focus for the governance committee this year. Steve shared that Chuck's priorities mirror many of the previously discussed priorities of the committee. Two of particular – and immediate interest – is revisiting board offer terms (one vs two years) and the Vice-Chair officer position.

The officer terms were discussed. Chuck is recommending the committee discuss providing a two-year option for the chair. The decision would be determined by the board (is the Chair doing a good job) and also in consultation with the CEO (how well do we work together.) Chuck shared that Lucia Rodriguez agrees with a two-chair term for the Chair. Chuck believes that one year does not give the Chair sufficient time to learn "the job." And, that both he and Lucia are willing to Chair for two years, should they be asked. Barbara Grevior and Melida Akiti also agree.

Steve would like to further discuss at the March meeting and to more this through. Specifically, he would like to discuss what is not working well now and why. His main concern is that in this scenario the Chair-Elect would not know what year he-she would be chairing the board. Christina Paradowski noted that if we return to a two-year option, we may have to rethink the Vice-Chair position – as that officer would have to be immediately selected upon joining the board as they would have a four-year wait to take over as Chair and then possibly serve for two years. This would almost require board members to serve eight or more years if they wish to Chair the board.

- b. **Prospective Board Members:** Steve reviewed the prospective board members and noted that there was a need for a larger pipeline.
- c. **Bylaws:** The discussion was started but will be continued at the March meeting. Missing from the bylaws are a number of committees and their description (which Steve offered to write). Determine which committees are "standing" vs "ad hoc". And, would a board member joining an ad hoc committee satisfy the requirement of participating in a "standing" committee? Christina Paradowski pointed out several additional changes – the wording on the mission statement is out of order; review vacancies on page four – she asked why is new member being asked to serve the term of the individual who vacated the board? Annual meeting mention in bylaws. It was agreed that we should remain HUF's November board meeting (month when officers are elected) as our "Annual Meeting". Need to clarify how we define "a year" when referring to board membership does it take effect in the month when a board member joins or the year when she or he joins? Page four should say "two consecutive terms" not three. Page 5 number 4 refers to removal which is also mentioned on page 16 section O. Discussed honorary board position which has not been used and for which some individual might qualify (page 7G.) And, would this honorary title apply to individuals who have returned to the board.

A discussion ensued on the frequency of board meetings. Discussed in-person meetings vs telephonic meetings, not meeting unless had business to conduct. Agreed to retain current structure with short



business (regular) board meetings at the annual retreat and prior to the December board social.

- d. **Board Retreat:** Steve noted that the board retreat date may have to change from March due to unforeseen calendar conflicts. He shared that the theme of the retreat will be “Change” and will focus on a “now” topic, a mid-future topic and one that is longer term, future topic. He and Lucia Rodriguez, tasked with leading the planning for the retreat, discussed three ideas: Having a facilitator lead a discussion on board recruitment; Discussion on the Miami expansion and changes needed at the board and agency levels to support the expansion and lastly a panel discussion on how to maximize the largest transfer of wealth in the decades to come to women and millennials. Melida mentioned she would be interested in hearing how we can connect to millennials to the “immigrant experience.”

It was recommended that we may want to spend 20 minutes on HUF’s brand-elevator pitch and 20 minutes on the usage of the board portal.

Next Meeting:

Friday, March 2, 2018 @9am



**Public Policy & Advocacy Committee Meeting Minutes
January 12, 2018-Conference Call**

Present:

**Dan Schevis, John Hart, Chuck Tatelbaum, Robert Holroyd
Josie Bacallao, Victoria Pinilla, Felina Rosales-Furer**

Excused:

**Sister Maria Elena, Dr. Rolando Garcia,
Commissioner Dick Blattner & Carolina Cardozo**

Next Steps/Action Items:

1. Immigration Clinic: Victoria is working on a flyer for February's Immigration Clinic at NSU.
2. DACA: Victoria will send out information to committee to each out to electeds prior to the Jan 19th budget vote
The focus will be support for a Clean DREAM Act

Discussions

1. Legal Clinic Update: Victoria Pinilla gave an update on the December 9, 2017 Immigration Clinic, which HUF was hosted and is the marketing partner. It was a successful clinic with 60 clients, 35 volunteers and 7 attorneys.
 - a. Next clinic will be at NSU, February 24th. The immigration law faculty and students will be in attendance volunteering their time.
 - b. April clinic will take place in Oakland Park. June clinic will be again at HUF. (We will support additional clinics in the second half of the year.)
2. Every Student Succeed Act (ESSA) Update- The state of Florida filed for exceptions to not meet the standards for special needs and English as second language children. Secretary DeVos did not accept FL request, perhaps on technicalities. Future legislation will most likely occur, therefore need to keep an eye out for more advocacy.
3. DACA Update- Federal Judge in San Francisco reinstated DACA applications for those who qualified but did not meet the previous deadline. Meaning the Dreamers may continue to submit their paperwork. There is movement on this but the overall outcome is up in the air.
 - a. Congress meets again January 19th on the budget. The solution we are looking to see is the "Clean DREAM Act" which does not tie into any other immigration related issue such as a Mexico wall. Most likely a bi-partisan compromise will occur.
 - b. Josie Bacallao & Victoria Pinilla meet this week with Senator Rubio's Regional Director. Rubio is a critical player in this vote. We will follow-up meeting with social media.
4. State Legislative Session HB 9S/B 308 Update- It is on the agenda today. In two Senate committee's where it may not leave. It passed in the House, due to party line voting, but there is a sense it will not pass in the long run.
5. Robert Holroyd gave an update on Tallahassee.

Next Meeting:

Friday, February 9th @9am



Marketing Committee Meeting Minutes January 24, 2018 (3-hour workshop session)

Present: (In person) Lucia Rodriguez, Josie Bacallao, Al Quintana, Mari Naranjo, Becky Leung, Shani Wilson, Maria Alexandra Sanchez and Felina Rosales-Furer

Excused: Marilyn Oliva, Mindy Figueroa and Michael Farver

Meeting Discussion

Lucia Rodriguez, Committee Chair, suggested conducting a workshop in order to design a communications strategy to help the organization meet core organizational goals. The 3-hour session focused on the development of HUF's 2018 Strategic Communications Plan with the following components in mind: Determine main organizational objectives and goals, identify HUF's key audiences and identify existing channels and activities. Special attention was paid to the communications strategy for Development/Fundraising activities and the Citizenship program (expansion in Miami-Dade).

Next Steps/Action Items

- Develop Communications Plan/Grid>> Funders/Donors
- Continue discussion on the Citizenship Plan expansion in Miami-Dade
- Unpack the suggested Referral Program
- Finish exercise and complete plans – Lucia will share notes
- Mari to review Google Analytics on the next meetings.

Discussions

- Mari Naranjo went over HUF's current key traditional and digital channels of communication: Managed website(s) and updated sections; email campaigns; Social Media channels; blog; print and electronic versions; events; etc.
- Mari discussed the work done on the Brand Narrative, Messaging, and Elevator Pitches developed in 2017, i.e., positioning statements, key differentiators, challenges: space and resources; others.
- Two main objectives were identified: Raise funds for the organization (Funders/Donors audiences) and increase number of Citizenship program participants [and funders].

Ideas for the Miami-Dade/Citizenship project included:

- Targeting the geographic areas where the classes/services are provided (libraries) and locations with population below the poverty level with flyers and other marketing materials;
- Gather the names and emails of Miami-Dade's government officials, city officials, schools, influencers and clients to add to HUF's Constant Contact email database. Josie Bacallao will work on having Nestor (ONA) share his contacts.
- With this in mind, develop a system to gather their information and, most importantly, obtain permission to contact them to ensure and meet opt-in requirements.

Other items discussed:

- Becky Leung volunteered to try to bring and oversee volunteers (Nova digital marketing students) to have them



measure analytics from our website and other social media efforts

- We will ensure all board members and committee members are included on Constant Contact. Felina Furer will add this task to new board member orientation task list.
- Mari to share videos made in-house.
- Al Quintana suggested placing cookies to site visits.
- Eventbrite – Programs usually uses the tool. Should clients be moved to ConstantContact? Discuss with Ingrid how to migrate CWF client list to HUF main database of emails/newsletters.
- Increase advocacy blog contributors.
- In Miami-Dade, we should work on awareness and trust. Important to highlight that HUF “was invited by the Office of New Americans” and the county to activate the classes across libraries in Miami-Dade.
- We should continue the focus on marketing through Spanish media, schools and low-income individuals.
- In order to increase client contact lists, develop a system for gathering data and obtain permission to contact them.
- Develop ways to increase client referrals.

Next Meeting:

Wednesday, March 7, 2018 @ 8:30am - 10:30am
(February meeting was cancelled and March scheduled as 2-hour workshop)