

Hispanic Unity of Florida
Board of Directors Meeting
AGENDA
Saturday, October 5, 2019

1. 2:40pm **Call to Order/ Roll Call** **Chuck Tatelbaum**

2. 2:41pm **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 September 2019 | <i>pg. 1</i> |
| ii. | Finance Committee Electronic Vote: 2018/ IRS 990 | <i>pg. 2</i> |
| iii. | Board Electronic Vote: 2018 / IRS 990 | <i>pg. 3</i> |
| iv. | Finance Committee Minutes – September 2019 | <i>pg.4-5</i> |
| v. | July 2019 Financials + Scorecard + TJMF Reserve Fund Utilization | <i>pg.6-14</i> |
| vi. | Marketing Committee Minutes, September 2019 | <i>pg.15-16</i> |
| vii. | Public Policy & Advocacy, August & September 2019 | <i>pg.17-20</i> |

3. 2:45pm **Adjourn***

20 Active Board members /11 required for quorum and vote

**Hispanic Unity of Florida
BOARD OF DIRECTORS ATTENDANCE MATRIX**

BOARD MEMBER	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	June 2019	July 2019	Aug 2019	Sept 2019
ABBATE, Anthony (Tony)					P	P	P	Retreat Cancelled	Retreat Rescheduled	No Meeting / Summer Break	No Meeting / Summer Break	E
AKITI, Melida	E	E	P	P(T)	P	P(T)	P					P
BELLO, Eduardo												P
CARDOZO, Carolina	P	P(T)	P	E	P	P(T)	P					P(T)
CUSHING, Giselle							P					
FRANCO, Lesli							P(T)					
GARCIA, Rolando, Ph.D.	P(T)	P	P	P	P	P(T)	A					
GOMEZ, Willy	P	E	P	P(T)	P	P	P					
GUERRERO, John	P	P(T)	P	P	P	P(T)	P					
HERZ, Dan	P	P	P	P	E	P	P					
KARLEN, Scott												
MIHAIU, George	P	P	P	E	P	E	E					
PARADOWSKI, Christina	P	P	P	P	P	P	P					
PENA, Deborah												
PFISTER, Emma	P	P	P	P	P	P	P					
RODRIGUEZ, Lucia	P	E	P	P	E	P	P					
SAMPIER, Steve	P	P	P	P	E	P	P					
SCHEVIS, Daniel	E	P	P	E	P	E	E					
STONE, Angie	E	P	P	P	P	P	P					
TATELBAUM, Chuck	P	P	P	E	P	P	P					
Total Board Members	15	15	15	15	16	16	18					
Present: P / T= Telephone	11	11/9	14	11/9	12	14	15					
Excused: E	3	4	1	4	3	2	2					
Absent: A	1	0	0	0	1	0	1					
Board Members Participating	73%	73%	93%	73%	75%	88%	83%					
Board Members Present at the Meeting		60%	93%	60%	75%	56%	67%					

Hispanic Unity of Florida
Board of Directors
Meeting Minutes
Tuesday, September 10, 2019

Call to Order/ Roll Call

At 4:00pm

Presentations

- Welcome: Susie & Alan B. Levan Family Foundation. Chuck Tatelbaum welcomed Susie & Alan B. Levan. He congratulated them on their new Family Foundation. HUF was selected as the foundation's first gift recipient and they committed \$100,000 over four years to fund HUF's citizenship program. Susie shared her and her family's immigrant story. She believes in the Citizenship process and wants to assist those working toward their American Dream.
- Mission Moment: Presented by Kathy Gallego, Ingrid Ekblad and Sandra Tobon. The board and the Levans watched video of a family whose wife recently became a US citizen and as a couple recently purchased their first home. Both thanks to HUF.
- Chuck welcomed Eduardo Bello, Scott Karlen and Deborah Pena to the HUF Board of Directors. Chuck Tatelbaum shared a brief bio on each of our new board members. He shared Hector Lima resigned the board after completing his full term plus a few additional months. Hector has indicated he would like to remain involved and assist HUF in other ways.

Census 2020 Presented by Ana Maria Diaz

Shared a presentation on the importance and timeline for the 2020 Census count.

Finance Committee Presented by Emma Pfister

The 990 has been prepared and will be sent to the Finance Committee for approval and then to the board. Once the board approves the 990, it will be filed with the IRS.

Governance Chair, Steve Sampier had Angie Stone.

Angie reviewed a recap of the Board Assessments and provided a comparison between the assessments during the past two years (2019 & 2018.) Angie suggested we need to look more into fundraising overall at the board level. Steve shared the Governance Committee will review the results of the Assessment to with the Board's Scorecard to determine if reality and perception match up.

Development – Presented by Shani Wilson

The Jim Moran Foundation plaque was recently installed in our lobby area to commemorate the \$1 million gift made in honor of Mr. Moran's 100th birthday. Renovations to the front desk area is still in the works. And we plan to also create a special wall for major donors who have made cumulative gifts of \$100,000 or more. The latter will be completed in 2020.

ESummit is on Friday, September 20th at Nova University. Board members can be VIP liaisons to our VIP speakers.

Dan Herz has agreed to chair an ad hoc Planned committee to create a very basic framework for HUF in in this area. Christina Paradowski shared next Wednesday, September 18 will be a Social Good event put on by Leadership Broward. Proceeds from the event will be given to HUF.

Consent Agenda

Steve Sampier motioned to accept the consent agenda. Melida Akiti provided a second and the motion passed unanimously.

Executive Session

The board members met without HUF staff.

Adjourn 6:00pm

Hispanic Unity of Florida

Finance Committee September 2019 Vote on 2018/ IRS – 990

BOARD MEMBER	
BACHER	Y
GUTIERREZ	Y
KARLEN	Y
NAZUR	Y
PENA	Y
PFISTER, Emma	Y
Total	6

Hispanic Unity of Florida

September 2019 Vote on 2018 / 990 IRS Tax Return

BOARD MEMBER	Accept 2018 / 990 Tax Return
1. ABBATE, Anthony (Tony)	Y
2. AKITI, Melida	Y
3. BELLO, Eduardo	Y
4. CARDOZO, Carolina	Y
5. CUSHING, Giselle	Y
6. FRANCO, Lesli C.	Y
7. GARCIA, Rolando, Ph.D.	Y
8. GOMEZ, Guillermo (Willy)	Y
9. GUERRERO, John	Y
10. HERZ, Daniel	Y
11. KARLEN, Scott	Y
12. MIHAIU, George	Y
13. PARADOWSKI, Christina	Y
14. PENA, Deborah	y
15. PFISTER, Emma	Y
16. RODRIGUEZ, Lucia	Y
17. SAMPIER, Steve	Y
18. SCHEVIS, Dan	Y
19. STONE, Angie	Y
20. TATELBAUM, Charles (Chuck)	Y
(20 Voting) Total	20

Hispanic Unity of Florida
 Finance Committee Meeting Minutes
 September 19, 2019

Attendance:

3 members present – Mr. Nazur, Mr. Karlen and Ms. Pena

3 members excused – Ms. Pfister, Mr. Gutierrez and Mr. Bacher

6 non-voting members present – Mr. Tatelbaum, Ms. Bacallao, Ms. Furer, Ms. Saavedra, Mr. McGuire and Ms. Cielo

2 non-voting members excused – Mr. Pinzon and Ms. Wilson

Mr. Nazur called the meeting to order at 8:30am.

2019 July Financials

Mr. McGuire shared that there was a (\$64K) loss which is better than projected by \$47K. HUF received Unrestricted Donations of \$35K from JM Family, \$10K from Citrix and \$10K from Colin Brown Foundation. Mr. McGuire noted that the largest unbudgeted expense is for consultant fees for a temporary CPA in the finance area. The CPA is covered by the TJMF grant to assist with capacity building. Mr. Nazur requested a projected cash flow for the rest of the year to determine what the line of credit will look like at year end. Mr. McGuire stated the LOC projection will be provided at the October meeting.

UNR Net Assets

Reconciliation of UNR Net Assets:

1	Gain From Program Operations	261,300	
2	Gain from Support Services	<u>(325,492)</u>	
	Inc(Dec) in UNR Net Assets	<u>\$(64,192)</u>	Operating Gain(Loss)

The year to date loss of (\$64K) is more favorable by \$47K than the projected year to date loss of (\$111K)

1) Development exceeded the net projection by \$219K.

2) Programs fell behind the net projection by (\$124K).

3) Admin fell behind the net projection by (\$48K).

Programs:

Program's total contribution to date toward administrative and shared fixed costs to the agency totals \$673K

Development:

The Development area contributed \$321K toward administrative and shared fixed costs to the agency.

Cash

Year to date cash decreased by (\$252K) as a result of the following activities:

\$ (360,213)	Inc/(Dec) in Net Assets	
<u>(226,335)</u>	Adjustments to reconcile increase (decrease) in net assets	
(586,548)	Net cash provided (consumed) by operating activities	
(48,518)	Investing Activities	
<u>383,072</u>	Financing Activities	
<u>\$ (251,994)</u>	Inc/(Dec) in Cash	

Ms. Furer shared Mr. Pinzon's program update: Citizenship is the only area of concern. Ms. Bacallao and Mr. Pinzon will bring more information on the funding issues to the October meeting.

Motion

Mr. Nazur motioned to accept the July 2019 financials. Mr. Karlen provided the second. The motion passed.

United Way DCM---Estimated Outstanding Expenditures

As of July, there was a balance of \$122K (which included an estimated \$22K for the remainder of the grant). Fortunately, in August we received two payments totaling \$71K which will make this grant less of an issue as the grant winds down.

TJMF—Funds Used

Ms. Cielo reviewed the schedule which shows what funds are currently committed/used and what funds remain to be used. Total commitments are \$242K and the remaining funds are \$258K.

Technology Update

Ms. Saavedra stated that a list of expenditures had been submitted to the IT security company. Close to \$12K was now approved by the claim adjustor with about \$8K pending their technology expert's approval. More expenses have been incurred due to additional software upgrades. We are primarily focused on implementing the recommendations made by the Solis security report/experts. The "fixes" we were told are our expenses and will not be reimbursed. Virginia will continue to review and advocate for the money since some of those fixes were being worked on when the malware attack occurred.

Ms. Saavedra stated security patches are still being completed and that we are near completion. Mr. Nazur requested that the finance committee be updated next month as to what happened and if "the barn door is closed". Staff responded that until 100% of the security patches and other steps are completed, we cannot in all confidence state that the "barn door is fully closed." However, all the major fixes have already been completed. In addition, HUF staff received training and ongoing communications emphasize the need to REFRAIN from clicking on links or opening files from unknown senders and to even obtain a second opinion on emails if uncertain.

HUF received an oral forensic report. The written forensic analysis is forthcoming. The most likely cause of the ransomware virus was staff clicking on links and or attachment.

HUF also is also working on a three-year IT strategic plan. Ms. Saavedra is also working on a draft of an RFP for a new IT vendor. Once vendors have submitted their proposals, HUF will tap board and/or corporate IT expertise, including Citrix to review the proposals. In addition Ms. Saavedra is also working on completing a HUF IT policy.

Development Update—Presented by Shani Wilson by proxy

Goal was to raise \$520K in 2019; to date, we have exceeded that goal by \$73K. Currently, we are working on 2020 funds.

Meeting adjourned at 9:15am.

Next meeting Thursday, October 17, 2019

HISPANIC UNITY OF FLORIDA, INC.

FINANCIAL STATEMENTS

FOR THE SEVEN MONTHS ENDED JULY 31, 2019
(WITH COMPARATIVE TOTALS FOR THE YEAR ENDED DECEMBER 31, 2018)

Prepared by: C McGuire, September 13, 2019

Reviewed by: V Cielo, September 13, 2019

HISPANIC UNITY OF FLORIDA, INC.
STATEMENT OF FINANCIAL POSITION
FOR THE SEVEN MONTHS ENDED JULY 31, 2019
(WITH COMPARATIVE TOTALS AS OF DECEMBER 31, 2018)

	<u>2019</u>	<u>2018</u>	
<u>ASSETS</u>			
Current Assets			
Cash	1,517,359	1,769,353	Cash Detail; CashFlow
Grants receivable	1,098,794	430,047	Schedule 1
Unconditional promises to give, net	747,354	715,438	Schedule 1 & 3
Prepaid expenses	<u>86,945</u>	<u>55,278</u>	
Total Current Assets	<u>3,450,452</u>	<u>2,970,116</u>	
Non-Current Assets			
Long term unconditional promises to give	590,273	967,772	Schedule 3
Property and equipment, net	1,476,964	1,497,921	
Deposits and Other Assets	<u>35,587</u>	<u>18,154</u>	
Total Non-Current Assets	<u>2,102,824</u>	<u>2,483,847</u>	
Total Assets	<u><u>5,553,276</u></u>	<u><u>5,453,963</u></u>	
<u>LIABILITIES AND NET ASSETS</u>			
Current Liabilities			
Accounts payable and accrued expenses	426,767	350,311	Schedule 2
Mortgages payable, current portion	14,999	42,976	
Lines of credit	<u>483,630</u>	<u>202,550</u>	
Total Current Liabilities	<u>925,396</u>	<u>595,837</u>	
Noncurrent Liabilities			
Mortgages payable, net of current portion	<u>801,596</u>	<u>671,629</u>	
Total Non-Current Liabilities	<u>801,596</u>	<u>671,629</u>	
Total Liabilities	<u>1,726,992</u>	<u>1,267,466</u>	
Net Assets			
Without Donor Restrictions	1,293,462	1,357,653	(64,190.57)
With Donor Restrictions	<u>2,532,822</u>	<u>2,828,844</u>	(296,022.00)
Total Net Assets	<u>3,826,284</u>	<u>4,186,497</u>	(360,212.57)
Total Liabilities and Net Assets	<u><u>5,553,276</u></u>	<u><u>5,453,963</u></u>	
Gain from Program Operations	261,300		
Gain from Support Services	(325,492)		
Increase (Decrease)	(64,192)		

HISPANIC UNITY OF FLORIDA, INC.
STATEMENT OF ACTIVITIES
FOR THE SEVEN MONTHS ENDED JULY 31, 2019
(WITH COMPARATIVE TOTALS FOR THE YEAR ENDED DECEMBER 31, 2018)

	2019			2018	
	Without Donor Restrictions	With Donor Restrictions	Total	Total	
Revenues and Other Support:					
Contributions	389,733	873,417	1,263,150	4,408,267	
Special events	60,600	-	60,600	93,000	
Grants from governmental agencies	1,942,731	-	1,942,731	2,505,598	
Other grants and fees	-	-	-	507,117	
Miscellaneous		182,543	182,543	274,967	
Donations, in-kind	-	-	-	32,034	
Net assets released from restrictions:					
Satisfaction of time restrictions	1,198,521	(1,198,521)	-	-	
Satisfaction of program and purpose restrictions	153,460	(153,460)	-	-	
Total Revenues and Other Support	3,745,045	(296,021)	3,449,024	7,820,983	
Expenses (Functional)	Estimated 2019 Functional Exp Alloc				
Program services	3,632,869	-	3,632,869	5,496,890	
Management and general	129,514	-	129,514	195,942	
Fundraising	46,854	-	46,854	71,172	
Total Expenses	3,809,237	-	3,809,237	5,764,004 3,809,237	
Change in Net Assets	(64,192)	(296,021)	(360,213)	2,056,979	
Net Assets - Beginning of Year	1,357,653	2,828,843	4,186,496	2,129,517	
Net Assets - End of Year	1,293,462	2,532,822	3,826,284	4,186,496	

HISPANIC UNITY OF FLORIDA, INC.
STATEMENT OF CASH FLOWS
FOR THE SEVEN MONTHS ENDED JULY 31, 2019
(WITH COMPARATIVE TOTALS FOR THE YEAR ENDED DECEMBER 31, 2018)

	<u>2019</u>	<u>2018</u>
Cash Flows from Operating Activities		
Increase (decrease) in net assets	\$ (360,213)	\$ 2,056,980
Adjustments to reconcile increase (decrease) in net assets to cash provided by operating activities:		
Depreciation	69,753	127,812
Changes in assets and liabilities		
(Increase) decrease in grants receivable	(668,747)	(153,292)
(Increase) decrease in unconditional promises to give	345,582	(1,342,821)
(Increase) decrease in prepaid expenses	(31,667)	(1,083)
(Increase) decrease in security deposits and other assets	(17,711)	
Increase (decrease) in accounts payable and accrued expenses	<u>76,455</u>	<u>94,226</u>
Total adjustments	<u>(226,335)</u>	<u>(1,275,158)</u>
Net Cash Provided by Operating Activities	<u>(586,548)</u>	<u>781,822</u>
Cash Flows from Investing Activities		
Acquisition of property and equipment	<u>(48,518)</u>	<u>(161,189)</u>
Net Cash (Used In) Investing Activities	<u>(48,518)</u>	<u>(161,189)</u>
Cash Flows from Financing Activities		
Net Advance (Repayment) of line of credit	281,080	102,550
Increase (Decrease) in mortgage payable	<u>101,992</u>	<u>(40,753)</u>
Net Cash Provided by Financing Activities	<u>383,072</u>	<u>61,797</u>
Increase (decrease) in Cash	(251,994)	682,430
Cash - Beginning of Year	<u>1,769,353</u>	<u>1,086,923</u>
Cash - End of Year	<u>\$ 1,517,359</u>	<u>\$ 1,769,353</u>

Cash Detail
As of July 31, 2019

Without Donor Restrictions and With Donor Restrictions Cash:

Bank of America	Operating	56,521	
BB&T	Payroll	247,793	
BB&T	Operating	12,777	
Bank of America	Payroll	8,413	
Petty Cash	Imprest	800	
Bank of America	Capital/Building	-	
Bank of America	Business Savings	(15)	
BB&T	Reserve Fund	411,940	
BB&T	Asset Reserve Fund	<u>53,990</u>	792,219 Without Donor Restrictions
Bank of America	TR Funds	(15)	
BB&T - Money Market	Opportunity Fund	508,203	
BB&T Bus-Investor	To Be Closed	488	
BB&T - Money Market	Grantor Funding	216,464	725,140 With Donor Restrictions
			<hr/>
			<u>\$ 1,517,359</u> TOTAL CASH
			<hr/>

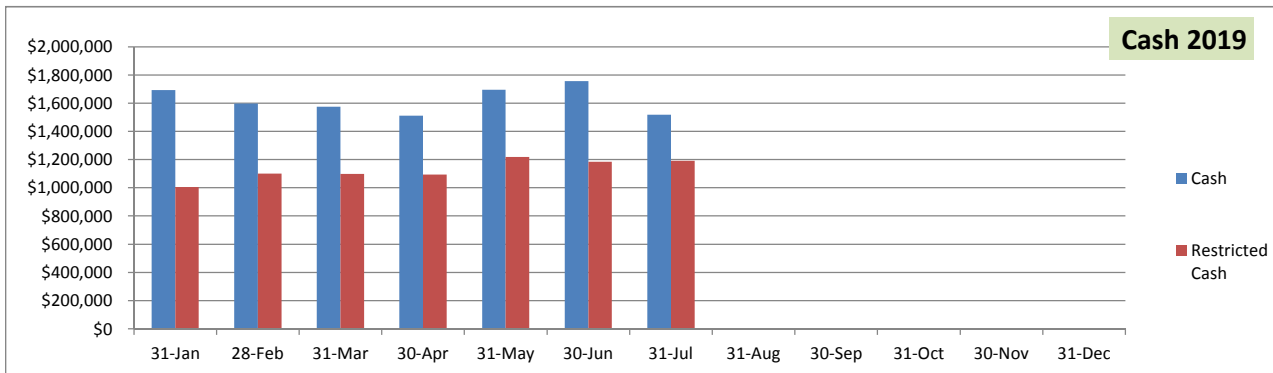
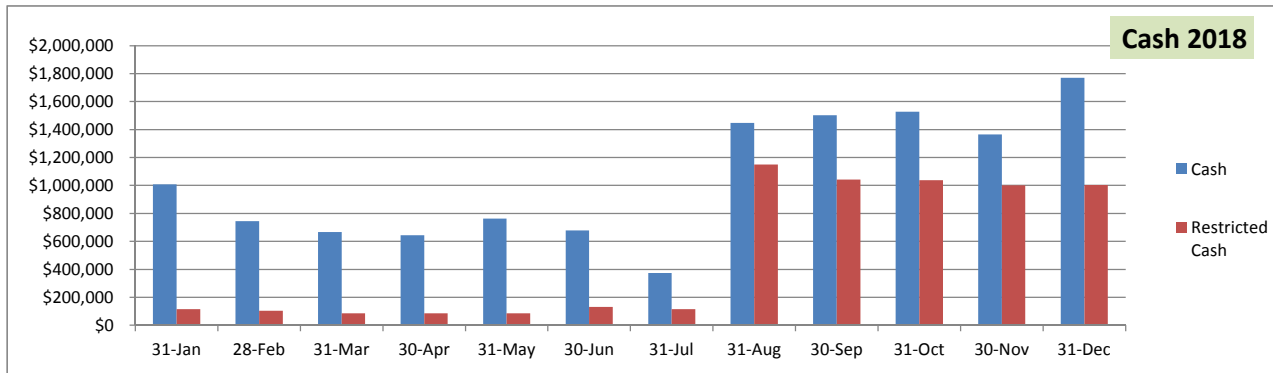
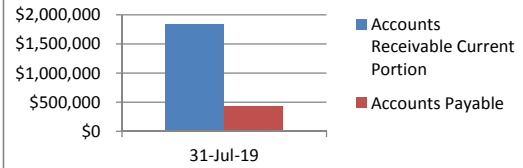
HISPANIC UNITY OF FLORIDA, INC.							
STATEMENT OF ACTIVITIES - TOTAL							
FOR THE SEVEN MONTHS ENDED JULY 31, 2019							
	Month Actual	Month Budget	Over (Under)	Year to Date Actual	Year to Date Budget	Over (Under)	
Revenues							
Donations - UNR	\$ 63,026	\$ 36,800	26,226	\$ 389,733	\$ 257,600	132,133	\$35K from JM family; \$10K from Citrix; \$10K Colin Brown Fdn; \$3.5 Enterprise Holdings; Parades-Lagerderi \$2.5K; individuals \$2.5K
Donations - TR	16,465	100,028	(83,563)	873,417	875,028	(1,611)	Recd \$6K UNIDOS; \$3.5K Aspen Institute; Accr \$6K.
Satisfaction of Restrictions	137,005	87,654	49,351	296,021	408,407	(112,386)	
Fundraising Events	33,100	0	33,100	60,600	0	60,600	Budget in Sep
Grant Income	356,134	266,171	89,963	1,942,731	1,863,197	79,534	YDP and Miramar came in over budget by approx. \$90K
Interest Income	1,353	1,100	253	10,082	7,700	2,382	
Rental Income	4,182	4,001	181	28,665	28,007	658	
Voluntary Pre-K	1,920	2,428	(508)	20,404	16,996	3,408	
Fees & Miscell Income	27,783	20,046	7,737	123,392	145,322	(21,930)	
Total Revenues	640,968	518,228	122,740	3,745,045	3,602,257	142,788	
Expenses							
Salaries and benefits	436,201	398,365	37,836	2,757,655	2,822,993	(65,338)	Partially attributable to awards in budget not in actual
Advertising	1,690	833	857	10,380	5,831	4,549	
Bank service charges	851	500	351	10,363	3,500	6,863	Chase Credit Charges - BBT card request scheduled in 2020
Building repairs/maint	22,695	17,855	4,840	137,735	124,985	12,750	Security personnel \$17,388 recorded in error here - to be reclassified as Professional Fees - Security to Admin
Depreciation	9,967	10,787	(820)	69,753	75,509	(5,756)	
Dues Subscriptions	1,200	950	250	11,269	6,650	4,619	
Information Technology	7,002	4,100	2,902	42,122	28,699	13,423	
Insurance	4,888	4,603	285	33,555	32,221	1,334	
Interest expense	6,025	4,408	1,617	34,803	30,856	3,947	
Licenses and permits	1,142	42	1,100	1,142	294	848	
Mileage reimbursement	4,067	2,782	1,285	30,653	20,476	10,177	VITA \$1200K, FS \$1500, YF \$1285; MirStr \$2730, Citiz \$1570
Miscellaneous	(1)	0	(1)	(19)	0	(19)	
Office expense	6,452	7,410	(958)	37,269	51,870	(14,601)	
Postage and shipping	278	435	(157)	4,603	3,145	1,458	
Printing	4,515	5,127	(612)	35,331	36,773	(1,442)	
Professional fees	20,099	14,503	5,596	177,889	106,519	71,370	Primarily HR Consultant and the CPA in Finance - covered under the TJMF grant
Program expenses	55,699	29,567	26,132	250,339	208,673	41,666	
Public relations	237	1,250	(1,013)	3,856	8,750	(4,894)	
Rent	3,257	1,040	2,217	25,641	16,924	8,717	
Software	1,585	500	1,085	3,202	3,500	(298)	
Special fundraising events	390	2,000	(1,610)	1,489	14,000	(12,511)	Budget in Sep
Staff events/meetings	1,295	442	853	3,897	3,094	803	
Staff training and development	4,171	5,350	(1,179)	47,698	37,450	10,248	Primarily CITI Community Progress Makers Conference; Children & Families Convening - Aspen Institute, Kresge Visits and UNIDOS
Telephone	8,843	7,968	875	65,149	59,678	5,471	Prim cell phones \$4K over
Utilities	2,284	1,551	733	13,463	10,857	2,606	Budget error
Total Expenses	604,832	522,368	82,464	3,809,237	3,713,247	95,990	
Increase (Decrease) in UNR Assets	\$ 36,136	(\$ 4,140)	40,276	(\$ 64,192)	(\$ 110,990)	46,798	
			Programs	\$ 261,300			
			Support	\$ (325,492)			
			Total	\$ (64,192)			

July 31, 2019 Dashboard

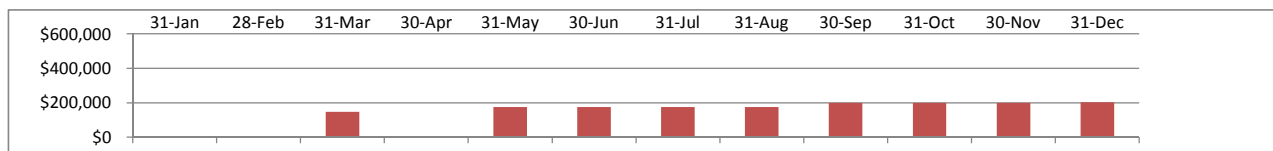
Revenue YTD Compared to Previous YTD

As of July 31, 2019			
	Revenue YTD as of	Revenue YTD as of	Year Over Year Chng
	7/31/2019	7/31/2018	
Unrestricted Revenue	\$3,745,045	\$3,480,587	\$264,458
Restricted Revenue	(\$296,021)	(\$466,759)	\$170,738
Total Revenue	\$3,449,024	\$3,013,828	\$435,196

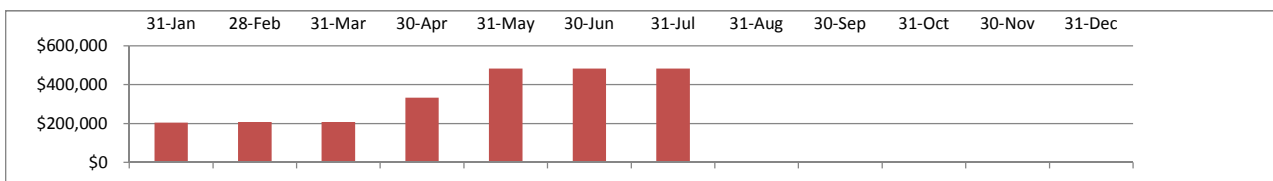
Accounts Receivable Vs Payables July 31, 2019



Line of Credit Usage 2018



Line of Credit Usage 2019



TJMF Released From Restriction through July 31, 2019

TJMF* Capacity Building & Program Development Reserve Fund (the "Reserve Fund")

	Total To Date	
Citizenship Fundraising Match	\$ 25,000	
The Non-Profit Assistance Center	\$ 56,520	CPA - Finance Area
Incremental Salaries	\$ 7,975	Incremental Salary Increases
National Executive	\$ 10,084	Director Marketing, Assoc
Missing Link	\$ 12,825	Consultant - Human Resources
	<u>\$ 112,404</u>	
2019 Salaries - Committed	\$ 29,635	
2020 Salaries - Committed	\$ 53,412	
2021 Salaries - Committed	\$ 55,014	
Finance Salaries 2019-2021	<u>\$ 138,061</u>	
Total Spent & Committed as of July 31, 2019	\$ 250,465	
Original Budget (Must be spent by 2023)	500,000	
Remaining Dollars	\$ 249,535	

Spent as of July 31, 2019

Funds must be used by 2023

\$375,000 Mission / Opportunities **\$ 375,000.00**

Citizenship Fundraising Match	\$ 25,000.00	\$ 87,000.00	Raised from Peace Love HUF Campaign
	<u>\$ 25,000.00</u>		

\$125,000 capacity building **\$ 125,000**

The Non-Profit Assistance Center	\$ 56,520	CPA - Finance Area
National Executive	\$ 10,084	Recruitor - Director Marketing, Assoc Director - Finance, CFO - Finance
Missing Link	\$ 12,825	Consultant - Human Resources
Finance Salaries 2019-2021	\$ 138,061	
	<u>\$ 217,490</u>	

Balance **\$ 242,490** **\$ 257,510**



Marketing Committee Meeting Minutes

September 11, 2019

Present: (On the phone) Chuck Tatelbaum (In person), Lucia Rodriguez, Katherin Gallego, Felina Rosales-Furer, Giselle Cushing, Eduardo Bello and Alex Llerena

Excused: Josie Bacallao, Lesli Cartaya Franco, Mindy Figueroa, Nicole Krauss, Ana Arguello, Maguana Jean and Shani Wilson

Action Items:

1. Kathy Gallego will be meeting with a potential new graphic designer in the near future.
 2. Maguana Jean and Alex Llerena are working on a draft of the guidelines, samples, looking to share framework to the committee at October meeting.
 3. Kathy Gallego will add a PR folder to the Google drive folders, docs.
 4. Felina Furer will share the Marketing Internship job description with committee, so they can share with their networks.
-
1. Approval of the Minutes for June and August 2019.
Motion to approve by Lucia Rodriguez and seconded by Alex Llerena.
 2. Lucia welcomed Giselle to exploring the Marketing committee we hope she joins the committee. Lucia also welcomed Nicole Krauss and Ana Arguello but they were not present.
 3. Brand Manual
 - a. Graphic Designer there is an exploration of phases, templates and quotes. Kathy Gallego will meet with her when she is visiting from Colombia. This will promote a standardization of our branding guidelines. (Kathy also will determine internally how to pay a consultant not based in the United States.)
 - b. Google Drive and Folder. Has everything for committee members to review and begin their work. Maguana Jean and Alex Llerena are working on a draft of the guidelines, samples, looking to share framework with the committee at the October meeting. Kathy shared she is looking for suggestions for (brand manual) communication for all of our platforms and audiences. Alex asked if there any references to look at, please share with her and Kathy. Giselle shared on another board she serves all of the documents are able to be reviewed externally for easy sharing, etc. She will find out what the platform is called.
 - c. In reference of the strategic three year plan we are working on the PR plan and brand guidelines to achieve all of our goals.
 4. PR Plan Lesli Franco is heading up the subcommittee. Lucia shared we need to tackle these areas of improvements. Lesli has made connections from the June meeting she was going to reach out to. Kathy is sharing boiler plates with Lesli for review and edits. Having a PR plan will give an overarching communication strategy and that it will be smooth and in no conflict with the various programs. Refining the plan. Kathy will add a PR folder to the Google drive folders, docs.



5. General Marketing Updates

ESummit, Census and VITA the reason for clear communication is to support upcoming events.

- a. ESummit is Friday, September 20th at NSU. There was not a PSA created but videos on social media.
- b. Census 2020 plan for community reach out for spreading the word.
- c. VITA is a huge marketing campaign and creating the alignment of the messaging for all of our stakeholders (partners, volunteers, site coordinators, etc)
- d. Felina Furer will share Marketing Internship Description with committee for them to share within their in networks.

Next Meeting:

Wednesday, October 9, 2019 @ 8:30am

August 16, 2019

Commissioner Blattner, Josie, Me, Megan, Rolando Garcia,

The agenda for this meeting was crafted from the July meeting where a number of high-level questions were rhetorically asked. We attempted to answer them.

1. **What do we want to be known for?** We want to be known for our values, our non-partisanship and our passionate support of our clients. Josie shared we want to develop relationships with elected and we will not “beat them up” publically. We are working to educate them to endorse or reject policies that would hurt our clients and/or organization.

IDEA: Commissioner Blattner asked if we have thought of publishing a newsletter with the issues that are important to HUF. Josie indicated HUF has a blog which could essentially be turned into a newsletter on policy issues. And, we will also publish a policy page on the website in the future.

IDEA: Megan Turetsky indicated CSC has guiding principles at the top of their legislative agenda and state that anything that falls in line with our values and mission we support. That could include funding, lobbying, etc. Broadly one page and no specific issues then have white papers on each issue. HUF will review and determine adopting a similar format.

2. **What is the best way to conduct research on elected with a staffer? What are the best practices?** Use the partners that have the same issues and borrow their research on collaborative efforts. Continue to participate in Broward Days and research elected before meeting with them. Know and learn every member of the delegation. Then focus on further specific issues and what committee’s they are on. Get to meet them then start calling staff when an issue arises and have them ask questions on the floor.

For now, HUF has interest in these key areas:

- a. Mitigate damage on anti-immigrant bills
- b. Education assessment (early learning) bills that hurt children of color and use computers to test. Secondly, native language assessments not being provided.

3. **Crafting the 2020 Legislative Agenda**

- a. City of Hollywood has designated areas of poverty. Those areas have children that are not ready for kindergarten. Florida needs 0-5 years school (VPK) statewide free all day childcare. It costs HUF \$300k annually to run its U4Kids program serving 20 children every day.
- b. Megan will look into School Readiness Dollars for HUF for U4Kids (Update, HUF already taps into these dollars.)
- c. Dr. Garcia will see if HUF can go with Broward College when they go meet with the delegation

4. Discuss strategy on 2020 appropriations---Without lobbyist this year

What foundational work needs to be done to ask for funding? The relational aspects are first. Head Start and School Readiness dollars (*UPDATE: BCPS applies for all early and regular Head Start dollars for Broward County and HUF is already tapping into School Readiness dollars.*)

Suggest work on both state and federal appropriations.

IDEAS:

- a. Continue reaching out to DC staff's for Sen Rubio & Rep. Wasserman-Schultz. Write letters on issues which are being worked on.
- b. Mental Health is a major topic in discussion at moment. ACE (Adverse Childhood Experience) trauma care for children who went through immigration centers.
- c. Look into how to work with Lori Canning and City of Hollywood, Mayor Levy to get space and money for another VPK facility.

5. Discuss strategy to secure lobbyist

- a. Find lobbyists that have special interest in Hispanic population.
- b. In 2020 begin using a lobbyist (if can secure for free or very low rate (but only if PP&A is funded and dollars can be used for this.)
- c. Jodi Davidson is with Colodny Fass (previously worked for Wasserman-Schultz, Becker (City of Hollywood uses) or Gray-Robinson. Tripp-Scott has not offered.
- d. Josie should meet with Laurie Black to see if City of Hollywood would be interested to look into specific issues where City would lobby on our behalf.
- e. Need CSC & United Way's platform so HUF can edit with Megan. Then HUF board will vote on to accept.



Public Policy & Advocacy Committee Meeting Minutes September 13, 2019

Present:

Felina Rosales-Furer, Dan Schevis, Dick Blattner, Nicole Krauss, Carolina Cardozo (on the phone) Dr. Rolando Garcia and Felipe Pinzon

Excused:

Sister Maria Elena, Heather Davidson, Robby Holroyd, Megan Turetsky, Josie Bacallao, and Daphnee Sainvil

Meeting Topic: Presentation and discussion with Thomas Culligan, the Director of Government Relations for Publix Super Markets.

Tommy shared his thoughts on public policy and advocacy, best practices and general thoughts with this committee on how to strengthen HUF's efforts in this area:

- There are Governmental issues at local, state and federal level. Every state and process is different, each path is different.
- Before building relationships, we should ask ourselves a few questions: What are the issues and policy issues (goals & objectives) we want to achieve? Need to know "the ask" first. What is the timeframe for making it happen? It doesn't happen overnight. Is it something that can be addressed over years?
- Rank your the goals and objectives. 95% of what he does is defensive. Need to think it all the way through to see the long standing impacts. Educate the legislator of what the policy would actually do. Coach them of the unintended consequences.
- The players are constantly changing. Differences between conservatives. He sees Florida's landscape changing too. The window for making changes is small. The largest issue for Publix is workers compensation, as they are the largest private employer in FL.
- Do not waste time on things where the data isn't there. Information has to match that this is a large issue. Advocacy isn't just who you hire, the public has to be behind it. Needs to have the perception that it is an issue.
- **Coalition-building is key.** Work together. More impactful within legislature. Tort issues work with one coalition. Examples, Florida retail association, FL chamber. Important to identify with other state organizations to build the network and not just in our bubble.
- Important to get know legislators to build a relationship, educate them on HUF and who we are. No ask at the initial meeting! Meet in their district. Create the relationship in Tallahassee. Tell the HUF story. Data, info, what we do. Leave data with legislature and staff. Staff are the gatekeepers. Treat staff like the electeds. They will remember how they were treated! They put together the information into the policy-makers' hands.
- Our population is our gravy...those are votes. "We rep...###" - said Commissioner Blattner.
- Educate on what this group does and how many people we touch. Don't just limit to our delegation. Important to know where the power is based and their principles. Terms of those in legislature, most powerful when the new speaker coming in verse who is coming out. And the next speaker in line is also important.
- President side is also important, Wilton Simpson, (Republican) power on the rise as he is raising the money. Then the Democrat side Farmer and Bok. **Bok works well on bipartisan side. Use her as the way to open the door to meet with top leadership on Republican side.**
- You can tell if a bill is a priority dependent on how many committee will review the bill. If on 4 committees then it's not going anywhere. *Less is more with committee.* Priority bills are usually in two committees.
- When a legislature is being public about a bill it doesn't mean it is going to pass. It's about the committee's and legislative power. In the House it is very top down more so then the Senate.
- Long game...continue to talk the issue.



- The speakerships are planned out way in advance. Those are the leaders for the next 8 years. Republican side. **Advised us to reach out to Danny Perez and make the connection NOW.**
- Treat every introduction like it is the first time. Go a little more into the nuts and bolts every time. Outside of session way more valuable than in session. Always have an appointment and be prompt. Smaller groups are better.
- **Is Broward Days good?** He's not a huge fan of delegation days. But they are important. Set up meetings on own just as was done in March.
- **Is there value in having a paid lobbyist?** Contract lobbyist will tell you what you want to hear. But if no feet to the fire than they are just sending email and getting paid. Most paid client gets the issue pushed. The value would be for information. Use coalitions instead.
- **Important to go to Tallahassee outside of the session.** Make it memorable. Bring them to HUF. Visit them at the local office and in the capital.
- Send invite and tell them what they are doing. But don't spam them.
- What standing committees would help us? Next week is committee week and January is the start of the legislative session. **It might be valuable to make some touches during committee week.** Not as many distractions. Look at committee schedule to take a day trip, on a Tuesday & Wednesday.
- **Use the UnidosUs FL affiliate (16). Pool our resources verse the lobbyist. Use the Children of Immigrant Families.**
- Have civil conversations with leaders about issues. Level headed. Compromise and facts. Know what opponents are saying, why and be able to counter the arguments. That will come up. Learn from them why they are voting on an issue.
- **Find the moderates, talk to leadership. Keep educating.**
- Tips on how to approach policy advocacy. **Make your introductions with no asks at first.** Be very clear on what we are trying to accomplish. Offensive and defensive issues. Ok to tell them how we'd respectfully like them to vote on a bill.
- **After the meetings send the handwritten notes to legislature and staff.** Emails ok too to put us out there again. We are building our brand!
- **Lobby Tools is very accurate and time sensitive. Expensive but worth it.** Don't go at it alone maybe a coalition. We can create our own group too.
- Important to have relationship with the Republican's as much as the Democrat's.
- Lauren Bok---human trafficking her big issue. And incoming power house. Her Dad big deal in business community.
- **Gary Farmer**...has personal issues right now but is the incoming leader.
- **Has HUF met with State Agencies? Department of Education, Department of Agriculture (Director, chief of staff, legislative director, make the connection even if the intern).** Meet with Directors...know the legitimacy of the program and can help guide us through the system.
- **Meet with Governor's Chief of Staff.** (Update: HUF already did last year as he joined Gov. DeSantis staff.)
- Staff is very important as they tend to be there past the terms of the electeds. Staff has control and the lobbyist.
- **Tommy said we could partner with him (Publix) on Food and SNAP issues.** Happy to help with understanding where bills are and to know if hot air or really going somewhere.
- Lobbyist only care about themselves and those that really care are ineffective because they are the emotional tomato throwers.
- Lastly **Tommy said it would be a good idea for us to take our clients with us to legislative meetings or to play videos of their testimonials.** The handouts we provide with their current stories we should continue doing so

Next Meeting: Friday, October 3, 2019 @9am