



AGENDA

Meeting #1

Tuesday, January 28, 2020

Broward College

7200 Pines Blvd, Pembroke Pines, FL 33024

Science Building 66, Room 139-156

Parking: Lot C

Mission

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

Hispanic Unity of Florida
Board of Directors Meeting
AGENDA
Tuesday, January 28, 2020

We will start the meeting promptly at 4pm

1. 4:00pm **Call to Order/ Roll Call** **Lucia Rodriguez**
Comments

2. 4:10 **Presentations** **Lucia Rodriguez** **Information**
 - Welcome new Board Officers: Photo
 - Thank you to Chuck Tatelbaum
 - Thank you to Melida Akiti
 - Mission Moment: Felipe Pinzon

3. 4:25 **Strategic Presentation & Discussion: Public Policy & HUF's Vision** **Presentation** *pg. 1*
 - Sen. Chris Smith, Tripp Scott
 - Carolina Cardozo: My Experience as a Policy Advocate

4. 5:10 **Governance** Steve Sampier **Action** *pg. 2*
 - Board Member Emeritus: Hector Lima & Melida Akiti

5. 5:20 **Development** Shani Wilson **Information** *(Distributed at meeting)*
 - 2020 Thank You Calendar for Board Members **Information**
 - End-of-Year Campaign Results & Thank You **Information**
 - 2020 Events: Circle of Friends & Entrepreneur Summit **Information**

6. 5:30 pm **Consent Agenda** **Action** **Lucia Rodriguez**

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 December 2019 *pg. 3-4*
 - ii. Governance December 2019 & January 2020 Minutes *pg. 5-8*
 - iii. Marketing January 2020 Committee Minutes *pg. 9-10*
 - iv. Public Policy & Advocacy January 2020 Committee Minutes *pg. 11*

(The Finance, Marketing and Public Policy Committees did not meet in December 2019.)

7. 5:35 pm **Executive Session**

8. 5:45 pm **Adjourn**

18 Active Board members / 10 required for quorum and vote

Hispanic Unity of Florida
BOARD OF DIRECTORS ATTENDANCE MATRIX

BOARD MEMBER	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	June 2019	July 2019	Aug 2019	Sept 2019	Oct 2019	Nov 2019	Dec 2019
ABBATE, Anthony (Tony)		P	P	P	Retreat Cancelled	Retreat Rescheduled	No Meeting / Summer Break	No Meeting / Summer Break	E	P	P	P
AKITI, Melida	P(T)	P	P(T)	P					P	P	P	
BELLO, Eduardo									P	P	P	
CARDOZO, Carolina	E	P	P(T)	P					P	P	P(T)	P
CUSHING, Giselle				P					P	P	E	P
FRANCO, Lesli				P(T)					P	P	P	P
GARCIA, Rolando, Ph.D.	P	P	P(T)	A					P(T)	P	P	P
GOMEZ, Willy	P(T)	P	P	P					P	P	P	P
GUERRERO, John	P	P	P(T)	P					P	P	P	P
HERZ, Dan	P	E	P	P					P	P	P	P
KARLEN, Scott									P	E	P	P
PARADOWSKI, Christina	P	P	P	P					P	P	P	P
PENA, Deborah									P	P	P	P
PFISTER, Emma	P	P	P	P					P	P	P	P
RODRIGUEZ, Lucia	P	E	P	P					P	P	E	P
SAMPIER, Steve	P	E	P	P					P	P	P	P
SCHEVIS, Daniel	E	P	E	E					P	P	P	E
STONE, Angie	P	P	P	P					P	P	E	E
TATELBAUM, Chuck	E	P	P	P					P	P	P	P
Total Board Members	15	16	16	18								
Present: P / T= Telephone	11/9	12	14	15					19	17	16	17
Excused: E	4	3	2	2					1	2	3	2
Absent: A	0	1	0	1					0	0	0	0
Board Members Participating	73%	75%	88%	83%					95%	90%	84%	90%
Board Members Present at the Meeting	60%	75%	56%	67%					90%	90%	79%	90%



CHRIS L. SMITH

GOVERNMENTAL AFFAIRS

Tripp Scott (TSE) CONSULTING

Sen. Chris Smith began his public service as a youth. He continued this service after college by serving on local boards with the City of Fort Lauderdale. In 1995 he was appointed to the City's Planning and Zoning Board. At a time of tremendous development within the City of Fort Lauderdale, Sen. Smith fought to seek a balance between the need for economic development and the rights of existing property or homeowners.

In 1998 Sen. Smith was elected to the Florida House of Representative serving the City of Fort Lauderdale and six surrounding municipalities. In his third term he was elected Democratic Leader of the Florida House of Representatives. After being term limited out of the House of Representatives, Sen. Smith was elected to the Florida Senate in 2008 representing Broward and Palm Beach County. After redistricting, Sen. Smith represented 14 municipalities in Central Broward County. In only the third year of his first term he was once again elected Democratic Leader of his chamber. This accomplishment of serving as Democratic Leader of the House and Senate has only been done by a few members of these August bodies. As Democratic Leaders, Sen. Smith once again set Democratic policy on local and statewide issues.

Sen. Smith has discussed Florida law and politics on many national and local programs such as CNN, MSNBC, Fox News Channel, NPR, Jim Defede Show, Michael Putney Show and numerous other media outlets. Senator Smith has received many awards including, the Florida Association of Criminal Defense Lawyers (FACDL) Legislative Champion of Justice, Legislator of the Year from the American Jewish Congress, Humanitarian Award from the Young Democrats and many more.

He was consistently rated by the *Miami Herald* and the *South Florida Sun Sentinel* as a top legislative leader. Sen. Smith's commitment to the community includes serving on the Board of Directors for Mount Bethal Community Development Corporation, Inc., Youth Advisor for the NAACP, Vice President for The Gold Coast Alumni Chapter of Johnson C. Smith University and Alpha Phi Alpha Fraternity, Inc.

Senator Smith is a graduate of Johnson C Smith University, in Charlotte North Carolina and a graduate of the Florida State University College of Law. He is a partner with the Tripp Scott Law Firm. He is married to Desorae Giles-Smith and the proud father of two, Christopher and Christian.

January 6, 2019

Board Member Emeritus

Below is information on the two HUF Board Members who recently left the board. The following information is background for a discussion on which, if any of these candidates, should be considered for Board Member Emeritus.

Melida Akiti

- Joined board in August 2013
- Served as a Board Officer: Secretary of the Board in 2017
- Increased Memorial's \$10K partnership to \$26K when she joined the board and has continued for the past six years
- ADDED \$50K to \$25K annual partnership for ACA sign-ups with MHS – has continued for past six years
- Recommended HUF and assisted agency in securing a grant from \$30K from HSFS
- Actively participated in governance committee
- Currently assisting us to secure a replacement board member from Memorial

Hector Lima

- Served five years and then an additional 18 months on HUF board
- Served on Gala Committee occasionally
- Served on Audit Committee for several years
- Secured volunteer to assess HUF technology
- Secured volunteers to present to U4Teen high schoolers
- Supported HUF internally and helped secure \$10K for HUF annually
- Attended HUF events whenever in town
- Made significant gift in support of HUF client (youth whose family was deported)
- Worked most recently with Steve Sampier on recruitment strategy and procedure
- Offered his home (in Miami) for HUF event

Hispanic Unity of Florida
Board of Directors
Meeting Minutes
Tuesday, December 3, 2019

Call to Order/ Roll Call

At 4:00pm.

Chuck Tatelbaum reminded everyone that a portion of the book proceeds from Susie Levan book go to Hispanic Unity.

Governance: 2020 Board Officer Slate

Steve Sampier reviewed the proposed 2020 HUF Officer's slate. The governance committee recommends the following individuals: Lucia Rodriguez, Chair; John Guerrero, Chair-Elect; Emma Pfister, Treasurer; Christina Paradowski, Secretary; Chuck Tatelbaum, Past-Chair.

Motion: Steve moved to accept the 2020 Board Officer Slate and Willy Gomez provided the second. The motion passed unanimously.

2020 Board Meeting Calendar

The proposed 2020 Board Meeting calendar was distributed.

Motion: Steve Sampier moved to accept the 2020 meeting dates and Rolando Garcia provided the second. The motion passed.

Giselle Cushing shared her program immersion experience. She attended the Unity4Kids Halloween party (of course, she was in full Halloween regalia which the kids loved). Giselle really loves children and she shared how important it is for board members to participate in program events and immersion opportunities as a way to connect with HUF's mission.

Programs

Steve Sampier and Felipe Pinzon shared an update on the Children's Service Council RFP submission. CSC is a very strong partner and a major funder with \$100M in program funding distributed annually. Unity4Teens was created by HUF nearly 20 years ago. We are serving six schools with a \$1.6 million dollars budgeted from CSC. Last week, HUF submitted two proposals for a total of \$3.5 million. HUF would like to serve middle schools and the high schools where these youth will later transfer to. Felipe personally met with every Principal of the schools HUF proposes to serve starting in the fall of 2020. Felipe shared HUF is expanding its career and college readiness program with employability and soft skills as part of our 2Gen implementation.

Development Presented by Shani Wilson.

Shani shared the results of the September 20, 2019 Entrepreneur Summit at NSU. HUF held six workshops and had 25+ exhibitors in addition to our five American Dreamers and a extremely well-received Networking Plenary followed by a networking session. Shani reviewed the marketing and public relations activities and results including in kind support. This event is mission-focused: assisting immigrant entrepreneurs.

HUF had a return of investment of 65% from a *fully-loaded* P&L (we added direct expenses as well as staff time). This is the highest ROI for this event for HUF. (The standard is 50% ROI for events.)

In 2019 the summit was wholly designed, sold and executed by Shani Wilson with little involvement by Josie Bacallao. The latter is a significant milestone for the organization as it develops the next generation of development leadership and builds organizational depth. Not having the CEO involved also was a positive to the bottom line of the event.

Shani's recommendation is to continue the Summit in 2020 in its more stream-lined format. The board members agreed.

End of the Year Campaign and \$10k Challenge Gift Updates

Shani shared the changes to HUF's main donation page and our tie into the national Giving Tuesday on December 3, 2019. HUF will promote the end of year campaign and Giving Tuesday on social media where Facebook will double any donations received on that day. She shared the updated board member individual giving pages which also include the end of year messaging. She shared an update on the end of year campaign which included a \$10,000 challenge grant by the Miniachi's and the match by the Ansin Foundation. The next goal is to raise \$20k by the end of the year.

HUF 2020 Public Policy Platform

Rolando Garcia shared HUF legislative platform and priorities approved by the Public Policy & Advocacy Committee. Josie Bacallao reviewed the legislative priorities all of which are tied to HUF's mission. This year, we also will be representing the Children of Immigrant Families Coalition and discuss the top six legislative items from that group with legislators and their staffs during Broward Days in Tallahassee on Jan 21 & 22.

Rolando Garcia provided a motion to approve HUF 2020 Public Policy Platform. Steve Sampier provided the second and the motion passed.

Consent Agenda

Scott Karlen motioned to approve the consent agenda and Anthony Abbate provided the second. The motion passed.

Executive Session

The board members met with Josie Bacallao and Virginia Cielo. A separate package had been sent to the board which included a memo recapping Felipe's salary history and the CEO's recommendations, a market salary analysis prepared by Virginia Cielo and Felipe's most recent performance review. The board approved both a performance and adjustment salary change.

Motion: Willy Gomez moved to discussed salary change and Steve Sampier provided the second. The motion passed.

Adjourn 5:15pm

Next Meeting January 28. 2020



Governance Committee Meeting Minutes December 6, 2019

Present:

On the phone: Steve Sampier, Angie Stone, Anthony Abbate, Lucia Rodriguez, Josie Bacallao, Felina Furer and Shani Wilson.

Excused:

Christina Paradowski, Maria Elena Ferrer, Jorge DeApodaca, Melida Akiti and Barbara Grevior

Next Steps/Action Items:

1. Shani Wilson will share a draft letter (board member gift) for January 2020 for the committee and Lucia Rodriguez to review. Josie Bacallao also discussed creating a policy regarding the annual gift and scorecard.
2. Angie Stone and Steve Sampier will provide draft job descriptions and annual calendar for the Executive Committee positions in January.

Discussions:

- 1) Approval of November minutes to be approved at the January 2020 meeting along with December 2019 minutes.
- 2) Individual Contributions: Timing of term v.s contribution amount billed. HUF staff outlined the current process: Board Member gifts are linked to when the board member joins the board. If he/she joins January – June, he/she will be invited to make a full year gift to HUF. If he/she joins in July through December the contribution is prorated per month. The committee decided to postpone the discussion on the \$2,500 give/get fundraising by each board member.

As of 2020: A letter from the board chair will be sent inviting that a gift be made (vs an invoice).

It was further discussed to soften the invoice letter from the Chair at the beginning of the year, requesting the annual gift. For those that come in the middle of the year, it was recommended that the word “gift” is used in the letter and emphasize the importance of the \$1k gift to HUF’s mission. Set the expectations of the onboarding and recruitment.

Shani Wilson will share a draft letter for January 2020 for the committee and Lucia Rodriguez to review. Josie Bacallao also suggested that staff and committee create a policy regarding the gift and scorecard to memorialize the agreed process.

- 3) Succession planning: Consider recommendation for Committee Vice Chairs
Recommend to the board that certain committees use Vice Chairs, particularly the Finance committee. It is the role of the Chair of the Board to appoint Vice Chairs. The Governance committee can also aid in providing recommendations.
- 4) On Boarding: Executive Committee in January (job descriptions and annual calendar)
Steve Sampier would like to review and edit the officer job description. Angie Stone agreed to assist Steve Sampier in the job descriptions.
- 5) Planning for 2020 Governance priorities
Steve reviewed the work plan and will suggest including the annual CEO performance review along with salary comparison. Steve said it is the Executive Committee’s responsibility to remind the Finance committee and the Secretary will monitor the board calendar, to make sure the calendar deadlines are met. Also review the entire



onboarding for new board members and committee officers. Steve Sampier shared that Christina Paradowski is supportive of the updated job description for the Secretary position.

6) Other Business

Nothing to be discussed.

Next Meeting:

Friday, January 10, 2020 @9am



**Governance Committee Meeting Minutes
January 10, 2020**

Present:

In Person: Steve Sampier, Josie Bacallao, Felina Rosales-Furer. On the phone: Angie Stone, Christina Paradowski, Tony Abbate, Jorge DeApodaca and Melida Akiti

Excused:

Lucia Rodriguez, Maria Elena Ferrer and Barbara Grevior.

Next Steps/Action Items:

1. Angie Stone will reach out to her contacts at Ultimate Software and Citrix for introductions and board recruits.
2. Steve Sampier will speak with Lucia Rodriguez regarding having a Vice Chair for the Governance Committee.
3. Steve Sampier will work with Josie Bacallao on:
 - a. Vice Chair job description (which will be voted on by the governance committee at a later date and once finalized with the board of directors)
 - b. Updated Secretary job description (which will be voted on by the governance committee at a later date and once finalized with the board of directors)

Discussions:

- 1) Approval of November 2019 Minutes.

Motion by Angie Stone. Second by Christina Paradowski. Item approved.

Approval of the December 2019 Minutes.

Motion by Christina Paradowski. Second by Angie Stone. Item approved.

- 2) Board Member Emeritus description was shared by Steve Sampier. He underscored that historically the designation is given to someone who has gone over and above their board member commitments.

a) Hector Lima: Committee Members who had served with Hector on the board shared their thoughts on Hector's service and many contributions.

Motion: Tony Abbate made a motion to honor Hector Lima with Board Member Emeritus. Jorge DeApocada provided a second. Angie Stone abstained from the vote (previous Citrix colleague and believed it was a personal conflict for her.) Vote taken and Hector Lima was not recommended to the board for Board Emeritus.

(Melida left the committee meeting prior to a discussion about her Emeritus status.)

Melida Akiti's history with HUF and her many contributions were discussed by the committee members. It was noted how Melida was "always there" and brings amazing support to HUF. And, how she always adds to important conversations by challenging assumptions and providing a different perspective.

Motion: Tony Abbate made a motion to honor Melida Akiti with Board Member Emeritus. Angie Stone provided the second and the motion carried.

- 3) Vice Chair Consideration Job Descriptions. This committee can share recommendations to the Chair, Lucia Rodriguez. Melida Akiti asked if this Vice Chair position was approved by the board. Tony Abbate suggested creating a job description, even if just to assist if Chair of committee not available to run the meeting. Vice Chair's role is to assume the duties of the Chair in the Chair's absence. This will be voted on by the board.



4) Executive Committee Job Descriptions

a) Secretary: Update the job role and responsibilities to look at the board portal and website to review documents are up to date. The goal is to assist staff and provide another pair of eyes. Also look at the annual board calendar for board duties, votes, keep on track, etc in order to help Staff and be prepared on time. The Secretary would become the “board expert” on record keeping, board votes, track board member terms, key contact information up to date, policies and procedures in regards to decision making. Also work with upcoming person who would be taking over this role, regarding succession. Secretary to support Staff in coordinating and getting the information. Steve Sampier will work with Josie Bacallao on the final job description. Steve will share with Executive Committee for suggestions as well.

5) Recruitment Update Steve shared we have three slots available on the board. Ana Arguello from Publix (on the Marketing Committee) who worked with Nicole Krauss is interested in joined the board. The focus is still to find members who are either in Marketing, Technology or Accounting field. Steve is going to interview Maritza Alvarez (from Memorial) on Tuesday, January 28th for lunch. Melida Akiti and Angie Stone offered to go with Steve. He will send them a reminder and location update. Susie Levan is looking to 2021 to join the board. Jorge Apodaca is also interested in coming back on the board.

HUF would like to make a connection with Ultimate Software. Angie Stone will reach out to the CEO and others. Josie happy to give them a presentation we would like someone to join in with expertise in HR support and or Technology. Angie shared they are very involved in the community and Melida shared they are heavy donors. Approach them for Census and community involvement. Angie is cultivating a Marketing person from Citrix.

6) Other Business/Updates. Steve will speak with Lucia Rodriguez regarding Vice Chair of this committee and the approach on how to bring up to board.

Next Meeting:
Friday, February 7. 2020 @9am



Marketing Committee Meeting Minutes

January 15, 2020

In Person: Lesli Cartaya Franco, Maguana Jean, Katherin Gallego, Felina Rosales-Furer, Josie Bacallao and Shani Wilson

Excused: Lucia Rodriguez, Mindy Figueroa, Ana Arguello, Alex Llerena and Anthony Abbate

Action Items:

1. Kathy Gallego will email the November 2019 minutes for approval.
2. Maguana Jean will ask about the Fort Lauderdale Yacht Club for our Circle of Friends Event.
3. Lesli is looking into the Stranahan House and will share contact information with Shani Wilson for a potential location for the May Circle of Friends event.
4. Shani will look into The Riverside Hotel.
5. Lesli Franco also mentioned Bailey Hall at Broward College and texted her contact.
6. Maguana Jean will share NOVA's flyer for planned giving with Shani.
7. Lesli will share the link for her PR spreadsheet with Kathy to share with the committee.
8. Kathy will work with Lesli to re-work the Value poster to edit definitions and meanings.
9. Josie will pull the strength words from previous brainstorms to share with Kathy and Lesli who will work on this project.

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- 1) Updates: Lesli Franco was appointed Chair of the Marketing Committee by Lucia Rodriguez. Leslie will keep the committee focused on the goals outlined in the HUF strategic plan including: brand identify for HUF, brand standards guideline, create a communications plan and incorporate PR. Lesli and Lucia Rodriguez would like to have a draft of the plan by the fall for the board to review.
 - 2) Kathy Gallego will email the November 2019 minutes for approval.
 - 3) Circle of Friends Event will be in May. We need a free "wow" location (east is preferable) for 100 guests, please think on locations, also at someone's home is ideal. Need underwriters for the event as well too. Lesli shared that Aventura Mall has new "Level 3" reception area she will look into that. There might be a gallery of a sculpturist available. Maguana Jean will ask about the Fort Lauderdale Yacht Club. Josie Bacallao asked about the Bonnet House but Lesli shared they do not have an infrastructure for events. Stranahan House, Lesli is looking into it and will share contact information with Shani. Shani will look into The Riverside Hotel, via Heiko. Lesli also mentioned Bailey Hall at Broward College.

Shani recently met with Dan Hertz for Planned Giving sub-committee. They are working on communication for sharing that option for donating to HUF. Maguana will share NOVA's flyer for planned giving with Shani.



- 4) Brand Manual Updates. Kathy shared that Maguana and Ana Arguello are working on the manual with her. Mini workshops is what they are working on. Kathy has quotes for the companies to take this on.
- 5) PR Plan Updates. Lesli Cartaya looked at what can be realistically done every quarter in 2020 and goals for 2021. We should look at local, national and at international conversations regarding HUF and its initiatives. HUF's 40th birthday is 2022! Lesli will share the link for her spreadsheet with Kathy to share with the committee. By 2021 Lesli wants to find a PR firm to assist pro-bono or at very low cost.
- 6) Mini Workshop.
 - a) Communication. Mission, Vision and Values are reviewed by the board and voted upon this all aligns with HUF's programming. Values are our principles and serve as a guide for actions/work. Lesli would like to bring up the values to the board to have more ownership "we" "our" in all of the phrases. Kathy will work with Lesli to re-work the Value poster to edit definitions and meanings.
 - b) Review. Tagline, key messages needs to be worked. All needs to be revisited to fine tune.
 - c) Brand. Personality. Brainstorm the strengths of HUF to format a personality. "When people use their full potential, communities thrive". Be positive not using any negative notions. Find our 5 words to create HUF's tone. Brand personality is the existing HUF culture. Josie will pull the strength words from previous brainstorms and Kathy and Lesli will work on this. Include funder's perception too.

Next Meeting:

Wednesday, February 12, 2019



**Public Policy & Advocacy Committee Meeting Minutes
January 17, 2020—Conference Call**

Present:

On the phone: Dr. Rolando Garcia, Megan Turetsky, Carolina Cardozo, Commissioner Julie Fishman, Josie Bacallao and Felina Rosales-Furer

Excused:

Robby Holroyd, Dan Schevis, Dick Blattner, Daphnee Sainvil and Heather Davidson

Next Steps/Action Items:

Discussions

1) Updates on funding for Census, Advocacy and Immigration Fellowship.

Josie Bacallao shared that HUF had just been awarded funding from Chan Zuckerberg Foundation for a one year fellowship to work on immigration policy, and specifically to build up and work through the Children of Immigrant Families Coalition. Realistically, that individual will begin in late Spring. We have also been funded by The Kresge Foundation and a portion of the funding will be used for Advocacy. Lastly, we received two small grants from both the Annie E. Casey Foundation and Florida Counts to work specifically on the census. It will allow HUF to hire a Census Campaign Manager.

2) Review HUF and Children of Immigrant Family Coalition Legislative Agendas and Strategies.

HUF's policy priorities were posted on the blog and what we will be discussing with electeds in Tallahassee during Broward Days on Jan 21 & 22. Our focus will be Children of Immigrant Families legislative issues. Carolina Cardozo will attend Broward Days with Josie and Felina.

Josie was invited to participate in a small roundtable with policy leaders by the Atlanta Federal Reserve. The focus of this one-day event (and trip) will be economic disparity.

Next Meeting: Friday, February 14, 2020