



Board Processes Committee Minutes Wednesday, August 25, 2021 at 9:00

Attendance

Board members present were Deb Blazek, Rita Martins, and Nikki Gunn. Staff present was Debra Schrader, ECI Director. The meeting took place by Zoom. Deb Blazek will be the reporter for the September 9, 2021 board meeting.

FY21 Marketing and Public Awareness Evaluation *(information)*

The committee completed a review of the marketing and public awareness activities performed in FY21. During FY21 a total of \$3,431 was expended which was an increase from FY20. It was noted that there were less activities performed due to the pandemic. It was also noted that a marketing and public awareness plan is no longer a state requirement for an ECI board, however the 4 R Kids ECI board has continued to have a marketing and public awareness plan.

Summary of Marketing and Public Awareness	
1. Community Events	Estimated 1, 010 people served
2. Website	Average 13 hits per day; U.S. utilizes the website the most, China second
3. Media Relations	2 news articles published
4. Newsletters	4 news letters published with 1, 332 recipients
5. Printed materials	None, due to the pandemic
6. Social media	208 Facebook likes, up 9 from the previous year
7. Legislative advocacy	While there were no local events due to the pandemic, as a member of the Association the 4 R Kids Board there was representation at the capital daily during the legislative session
8. Community outreach	None, due to the pandemic
9. Early Childhood Committees	31 early childhood committees represented serving all 4 counties

Association of Early Childhood Iowa Area Boards and Advocates Legislative Delegation *(action requested)*

The committee recommends the ECI Director to be the selected representative for the Association of Early Childhood Iowa Area Boards and Advocates and that this appointment is a continuous appointment to represent the 4 R Kids ECI board.

Annual Board Bylaws review *(information)*

There are no recommended changes to the bylaws.

Annual Board Policy and Procedure Manual Review *(information)*

There are no recommended changes to the policy and procedure manual.

Board Meetings and Locations *(information)*

The committee had lengthy discussions regarding meeting locations. The Governor's proclamation ended which allowed 100% virtual meetings for boards and commissions and now boards and commissions will be required to have public meetings. Electronic options such as ZOOM or telephone conference will still be available. It was consensus of the committee to find locations in Winterset for all FY22 meetings. Rita Martins and Deb Schrader will work together to identify possible meeting places, Union State Bank, the Annex building and the American Legion were discussed.

Board Membership *(information)*

Membership was discussed as well as recruitment efforts. Currently there are 11 board members representing the required 6 sectors; health, human service, education, faith, business and consumer. There is one position for Dallas County that is available. Starting January 1, 2022, two terms will expire for Warren and Madison County. There is a potential board member that lives in Warren County and has expressed interest in the board and has experience as a board member and has been on an ECI board in another area. Deb Schrader will follow-up.

COVID-19

The committee discussed safety measures for board members if exposed to COVID-19. It is recommended that if a board member has been exposed to COVID-19 that they participate in board meetings electronically and not in person.

Adjourn

Meeting adjourned at 9:45. The next meeting will be in January or February 2022. Agenda topics will include, board evaluation, board professional development plan, and board calendar.