



Board Processes Committee Minutes

Wednesday, August 25, 2022 at 9:00

Attendance

Board members present were Deb Blazek, Rita Martins, Nikki Gunn and Kevin Howe. Staff present was Debra Schrader, ECI Director. The meeting took place by Zoom. Deb Blazek will be the reporter for the September 8, 2022 board meeting.

FY22 Marketing and Public Awareness Evaluation *(information)*

The committee completed a review of the marketing and public awareness activities performed in FY22. During FY22 a total of \$3,490 was expended which was a slight increase from FY21. 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, 000 people served
2. Website	Average 11 hits per day; U.S. utilizes the website the most, China second
3. Media Relations	1 news articles published
4. Newsletters	4 news letters published with 1,266 recipients
5. Printed materials	No printed materials
6. Social media	225 Facebook likes, up 16 from the previous year 51 LinkedIn connections
7. Legislative advocacy	Met with an Iowa Senate member Attended Day on the Hill at the state capital Annual Association of ECI Boards and Advocates conference attendance 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
9. Early Childhood Committees	34 early childhood committees represented serving all 4 counties

Annual Board Bylaws review *(information)*

There are no recommended changes to the bylaws.

Board Meetings and Locations *(information)*

The committee discussed the current board meeting location and felt the current location at Union State Bank meets the needs of the board and is centrally located.

Iowa Department of Health & Human Services Alignment *(information)*

The committee discussed where Early Childhood Iowa will be housed in the new Iowa Department of Health and Human Services agency. ECI will be in the Family Well-Being and Protection Bureau under the Family Services section. It is unclear as to how, if any, this will impact local ECI boards.

501c3 Nonprofit Status *(action requested)*

The committee had much discussion about the possibilities of becoming a 501c3. The benefits could provide an avenue for administering other funding, seeking grants and/or fundraising. Having a 501c3 status requires articles of incorporation to be filed, obtain a EIN number, file an annual IRS 990 and biannually file with the secretary of state. Director Schrader has applied for free attorney assistance from the Drake University Law School Clinic to assist with the necessary paperwork. It may take several months as there is a waiting list. It was noted that the Iowa Communities Insurance Pool provides 300 hours of free legal advice if needed. It is recommended the Board pursue obtaining a nonprofit status.

Board Membership *(information)*

Membership was discussed as well as recruitment efforts. Currently there are 12 board members representing the required 6 sectors; health, human service, education, faith, business and consumer. There will be one position for Dallas County available starting January 1, 2023 as Board member Howe's term will expire.

Adjourn

Meeting adjourned at 9:50. The next meeting will be in January or February 2023. Agenda topics will include, board policy and procedure manual, board evaluation, board professional development plan, and board calendar.