



BOARD WORKSHOP ON STRATEGIC PLAN MINUTES

June 12, 2023, at 1:00 PM

CTAC, 802 NW 5th Ave, Gainesville, FL 32601

Call to Order

Chair Tina Certain called the meeting to order at 1:00 PM.

Roll Call

PRESENT

Chair Tina Certain

Vice Chair Lee Pinkoson

Treasurer Ken Cornell

Member Judge Denise R. Ferrero

Member Nancy Hardt – attended virtually

Member Maggie Labarta

Member Patricia Snyder

Member Cheryl Twombly

ABSENT

Member Shane Andrew

Agenda Review, Revision, and Approval

Motion to approve the agenda made by Member Labarta, Seconded by Vice Chair Pinkoson.

Motion was unanimously approved by voice vote.

Review Strategic Plan

1. Review Strategic Plan

At the 2022 Board Retreat in February, the Board endorsed the creation of a Strategic Planning Steering Committee. The process would update the Trust's goals and priorities using readily available data and broad community input. The information gained would be used to develop a long-term funding strategy. Membership would include four board members, CTAC Executive Director, Community Engagement Coordinator, and four community representatives.

The Steering Committee kicked off their inaugural meeting in April 2022. They used consultants to conduct the Listening Project (Prismatic Services) and to lead the Strategic Planning process (Seek Higher Ground).

Consultants Nikki Martin-Bynum and Vashti Rutledge presented the final draft of the CTAC Strategic Plan to the board for discussion. The first major change announced was the reduction of CTAC's four overall goals into three goals. As Goal 1 and Goal 3 are so intertwined, they were merged into a new Goal 1. All the goals were updated to include the word 'youth' in addition to 'children', and the three new goals now cover the spectrum of ages from 0-18.

The board was then presented with the funding allocation information. The Steering Committee's recommendation is to fund each of the three goals with a percentage of the allocated program funding. Goal 1 at 50%, Goal 2 at 35%, Goal 3 at 10%, and the remaining 5% for capacity-building.

A few edits were made to the text including incorporating the word 'youth' in the CTAC's Vision and Guiding Principles language; adding the words 'and relationships' back into the language of Goal 1; changing the words 'Childcare Slots' to 'Equitable Participation in Quality Early Care and Education'; adding 'Services' into the first and second Focus/Approach boxes of the Goal 2 matrix, and a few other clerical corrections.

Member Hardt expressed the need for preventative programs related to child safety, perhaps as an overarching metaprogram which can be incorporated into all the Trust funded programs. The community input led to a significant increase in the allocation of safety funds for Goal 3. The board discussed the timeline for implementation of this plan and agreed it should be revisited periodically. They will vote to approve the Strategic Plan, with the above modifications, at the next board meeting.

Recommendations

Next Steps

General Public Comments

Adjournment

Chair Tina Certain adjourned the meeting at 3:34 PM.



CHILDREN'S TRUST
OF ALACHUA COUNTY

BOARD WORKSHOP ON STRATEGIC PLAN

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Attendance List

Name	Organization	Email address	Contact number
Lisa Sickels	CAC	lisae@againesville.org	352-376-9161
Candice King	community	you have →	
Kellen Shaw	Atletas	ksshaw@ufi.edu	516 477 1350
Michael Perkins	NPHC SOP NANCY	perksfamily@gmail.com	(352) 316-0995
Margot DeConna	Food4Kids	margot@food4kids.fl.org	954 240 9819
Addison Stokes	AIM		
Anny Oliver	Anny		
CHRISTY ADAMSON	GIRLS PLACE, INC.		



A Journey To The Plan

6.12.23



Vashti Rutledge
Seek Higher Ground
Member



Nikki Martin-Bynum
Seek Higher Ground
Founder & Chief Vision Keeper

Action Items

Implementation Guide:

- Breakdown the high-level plan into action items and work plans

Champions:

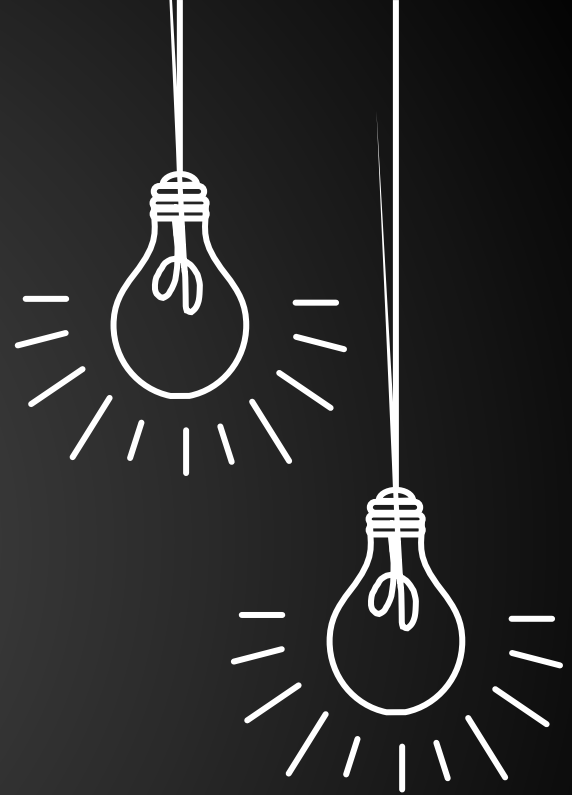
- Identify key staff, identify gaps in staff capacity

Develop Communications Plan:

- Identify your target audiences for plan buy-in and education
- Develop communications materials that succinctly share focus and goals

Monitor Progress:

- Plan to complete at least annual review to assess plan progress, delays



Opportunities

Community Engagement

- 💡 Messaging progress on the plan to partners, at minimum annually
- 💡 Create space and access for parents to provide feedback on plan progress
- 💡 Participatory Grantmaking

Convening

- 💡 Define its role as a “Convenor” - when will CTAC lead versus participate. To align with the plan’s commitment to participate strategically with system partners and community members for each goal, CTAC will need to review current staff capacity and possibly make adjustments.

Capacity Building

- 💡 Intentionally resourcing BIPOC-led organizations
- 💡 Intentionally resourcing grassroots and small organizations
- 💡 Investing in additional capacity building





Discussion Time