



Board of Directors Meeting

Monday, September 12, 2022

4:00 p.m.

Location:

**United Way – Ryder Room
3250 S.W. 3rd Avenue (Coral Way)**

“In person quorum with some virtual attendants”





Board of Directors Meeting

Monday, September 12, 2022
3250 S.W. 3rd Avenue (Coral Way)
United Way – Ryder Room

"In person quorum with some virtual attendants"

4:00 p.m. – 5:00 p.m.

Board of Directors

Kenneth C. Hoffman
Chair
Pamela Hollingsworth
Vice-Chair
Mark A. Trowbridge
Treasurer
Karen Weller
Secretary

Edward Abraham, M.D.
Laura Adams
Matthew Arsenault
Daniel Bagner, Ph.D.
Hon. Dorothy Bendross-Mindingall, Ph.D.
Ta'myah Byars
Hon. Danielle Cohen Higgins
Constance Collins
Morris Copeland
Lourdes Diaz
Victor Diaz-Herman
Mary Donworth
Richard P. Dunn II
Gilda Ferradaz
Lourdes P. Gimenez
Nicole Gomez
Valrose Graham
Mindy Grimes-Festge
Malou C. Harrison, Ph.D.
Nelson Hincapie
Tiombe Bisa Kendrick-Dunn, Ed.D.
Marissa Leichter
Annie R. Neasman
Maria Norton
Hon. Orlando Prescott
Javier Reyes
Hon. Alex Rizo
Hon. Isaac Salver

David Lawrence Jr.
Founding Chair

James R. Haj
President & CEO

County Attorney's Office
Legal Counsel

AGENDA

4:00 p.m. **Welcome and Opening Remarks**

Kenneth C. Hoffman
Chair

4:35 p.m. **Public Comments**

Kenneth C. Hoffman
Chair

4:40 p.m. **Approval of July 18, 2022 Board of Directors Minutes Summary**

(Additional Items Packet) (Pgs. 3-4)

Karen Weller
Secretary

4:43 p.m. **Early Childhood Presentation**

James R. Haj
President/CEO
K. Lori Hanson, Ph.D., *Chief of Research,
Evaluation & Strategic Planning*
Rachel Spector
Director of Programs

4:55 p.m. **CEO Report**

James R. Haj
President/CEO

- *Monthly Media Report (Pgs. 5-12)*
- *Second TRIM Hearing – September 19, 2022, at 5:01 p.m.*

5:00 p.m. **Adjourn**

Reminder:

Next Board Meeting: *Monday October 17, 2022*

public is allowed to comment before presentation of resolutions but must register
h the Clerk of the Board prior to being allowed to comment.



**Board of Directors Meeting
Summary of Actions Taken
July 18, 2022
4:05 p.m.**

These actions were taken by the Board of Directors of The Children's Trust meeting held on July 18, 2022, with a quorum of members physically present and some members attending virtually:

Please note that the number of board members fluctuate based on arrival and departure of some of them throughout the meeting.

Motion to approve the June 13, 2022 Board of Directors meeting minutes summary was made by Pamela Hollingsworth and seconded by Mark Trowbridge. Motion passed unanimously, 18-0.

Motion to approve the Re-Appointment of Javier Reyes as an At-Large board member for a third and final term of another two years expiring September 30, 2024 was made by Mark Trowbridge and seconded by Pamela Hollingsworth. Motion passed unanimously, 19-0.

Motion to approve the recommendation of the June 30 Finance committee to set the FY 2022-23 proposed millage rate of 0.5000 mills which is the equivalent of \$.5000 per \$1,000 of property tax value in Miami-Dade County was made by Matthew Arsenault and seconded by Pastor Richard Dunn. Motion passed, 18-1. Abstained by Judge Orlando Prescott.

Motion to approve the recommendation of the Staff for the FY 2022-23 budget, including estimates of \$180,868,238 of tax revenues, \$189,919,930 of expenditures and a projected ending fund balance of \$31,931,389 was made by Dr. Edward Abraham and seconded by Pastor Richard Dunn. Motion passed unanimously, 19-0.

Finance & Operations Committee Report

Resolution 2022-66: Motion to approve the resolution was made by Mary Donworth and seconded by Pamela Hollingsworth. Authorization to negotiate and execute an agreement with Balsera Communications, a public relations agency, for a term of 12 months, commencing on October 1, 2022, and ending September 30, 2023, to plan and execute public relations campaigns on behalf of The Children's Trust, in a total amount not to exceed \$48,000.00. **Motion passed unanimously, 19-0.**

Resolution 2022-67: Motion to approve the resolution was made by Dr. Edward Abraham and seconded by Judge Orlando Prescott. Authorization for a procurement waiver from a formal competitive solicitation to expend monies to be paid to the SIJ Holdings, LLC d/b/a The McClatchy Company, LLC, parent company of the Miami Herald, for services rendered by the Miami Herald to advertise The Children's Trust's truth in millage rate, board vacancies and other advertisements related to funding announcements, activities, initiatives, events and programs, in addition to the 2023 Silver Knight and Spelling Bee sponsorships, in a total amount not to exceed \$75,000.00, for a term of 12 months, commencing October 1, 2022, and ending September 30, 2023. **Motion passed unanimously, 19-0.**

Resolution 2022-68: Motion to approve the resolution was made by Lourdes Gimenez and seconded by Gilda Ferradaz. Authorization to negotiate and execute a service agreement with Cay Industries, Inc d/b/a Print Dynamics to print and prepare for distribution The Children's Trust's trilingual monthly Parenting Our Children newsletter, in a total amount not to exceed \$48,000.00, for a term of 12 months, commencing on October 1, 2022, and ending on September 30, 2023. **Motion passed unanimously, 19-0.**

Resolution 2022-69: Motion to approve the resolution was made by Pamela Hollingsworth and seconded by Gilda Ferradaz. Authorization to execute a service agreement with Yellow Box, Inc., to rent and maintain Yellow Box kiosks in a total amount not to exceed \$50,000.00, for a term of 12 months, commencing October 1, 2022, and ending September 30, 2023. **Motion passed unanimously, 19-0.**

Resolution 2022-70: Motion to approve the resolution was made by Dr. Malou Harrison and seconded by Dr. Dorothy Bendross-Mindingall. Authorization to expend up to \$50,000.00 for Community Engagement Team support services in the Haitian community with Hermantin Consulting, LLC for a term of 12 months, commencing on October 1, 2022, and ending September 30, 2023. **Motion passed unanimously, 19-0.**

Resolution 2022-71: Motion to approve the resolution was made by Lourdes Gimenez and seconded by Pastor Richard Dunn. Authorization to release a competitive solicitation, in alignment with the board's strategic priorities and projected available funding, for Youth Development After-school and Summer Programs for K-12, for a five-year funding cycle starting August 2023. **Motion passed unanimously, 19-0.**

Resolution 2022-72: Motion to approve the resolution was made by Mary Donworth and seconded by Dr. Tiombe Bisa Kendrick-Dunn. Amend the following resolutions to reflect a change in agency ownership from Institute for Child and Family Health, Inc. to Cayuga Home for Children, Inc, d/b/a Cayuga Centers.: (1) resolution #2022-38, granting authorization to execute contracts with 81 providers for high-quality after-school and summer programming for elementary school children; (2) resolution #2022-45, granting authorization to execute contracts with 40 providers, to deliver evidence-based parenting services. **Motion passed unanimously, 19-0.**

Resolution 2022-73: Motion to approve the resolution was made by Dr. Tiombe Bisa Kendrick-Dunn and seconded by Dr. Dorothy Bendross-Mindingall. Authorization to negotiate and execute a contract with The Center for Social Change Inc., for match funding for the Community Based Care Alliance of Miami-Dade County (CBC Alliance), in a total amount not to exceed \$64,000.00, for a term of 12 months, commencing October 1, 2022, and ending September 30, 2023. **Motion passed, 17-0. Recusals by Gilda Ferradaz and Mary Donworth.**

Meeting adjourned at 4:59 p.m.



Media Report - July and August 2022

Website Analytics – Pageviews

TheChildrensTrust.org	2021	vs.	2022
July	156,274		191,146
August	172,269		175,463

Media Stories

Jul 3

Ch 10 ABC

The Trust awarded Be Strong International with a \$2.5 million grant for FNSP.

[\\$2.5 Million Grant Extends Mental Health Services To South Miami-Dade Families](#)

Jul 8

Biscayne Times

The Trust was mentioned as a funder of summer camps in Miami-Dade.

[Turtles, Sherlock and Mammoths Await at the Frost Museum of Science](#)

Jul 8

Ch 10 ABC

The Family Expo was mentioned in the Community Calendar.

[July 2022 Community Calendar](#)

Jul 8

Sugarcane Magazine

The Trust was named event sponsor for URGENT, Inc.'s Miami 4 Social Change Youth Film Festival.

[Fab 5 Freddy And Sergio Delavicci To Join Urgent Inc.'S Miami 4 Social Change Youth Film Festival July 21-22, 2022](#)

Jul 10

The VSS Hour Radio Mega AM 1700 (Creole)

Aundray Adams, Community Engagement Manager for The Trust, discusses the Trust's parent survey.

[On-air segment](#)

Jul 11

MiamiOnTheCheap.com

The Family Expo event was featured on the website.

[Children's Trust Family Expo plans free Saturday pop-up events](#)

July 12

Miami's Community Newspapers

The Trust was mentioned as a sponsor of the SFYS program, Summer Music Academy at MDC North.

[SFYS Summer Music Academy hosts 8-year-old Ukrainian boy](#)

Jul 14

Miami's Community Newspapers

The Family Expo event was featured on the website.

[The Children's Trust Family Expo Returns With Three Events](#)

Jul 15

Miami Herald

Dr. K. Lori Hanson, Chief of Research, Evaluation and Strategic Planning, discusses back-to-school preparation.

[Begin now to get a head start on back-to-school preparations](#)

Jul 18

Miami's Community Newspapers

The Trust was named event sponsor for URGENT, Inc.'s Miami 4 Social Change Youth Film Festival.

[Miami 4 Social Change Youth Film Festival set July 21-22](#)

Jul 21

Ch 23 Univision (Spanish)

Ximena Nunez, Director of Communications, discusses the Family Expo.

[On-air segment](#)

Jul 21

Ch 10 ABC

The Family Expo and back-to-school season featured.

[Spend Family Expo Saturdays having free fun and getting ready for back to school](#)

Jul 22

Ch 10 ABC (Spanish)

The Family Expo and back-to-school season featured.

[Expo Familiar de The Children's Trust se llevará a cabo en Miami este sábado](#)

Jul 23

Ch 23 Univision (Spanish)

Ximena Nunez, Director of Communications, discusses the Family Expo.

[On-air segment](#)

Jul 27

Radio Caracol 1260 AM (Spanish)

Ximena Nunez, Director of Communications, discusses Trust programs and Family Expo.

[On-air segment](#)

Jul 29

Ch 51 Telemundo (Spanish)

Ximena Nunez, Director of Communications, discusses the Family Expo.

[Feria de recursos gratuitos para familias de Miami-Dade](#)

Jul 29

Ch 6 NBC

NBC 6 interviewed Trust president & CEO James Haj about back-to-school resources and Family Expo.

[Family Expo: A Day of Family Resources and Fun](#)

Jul 30

Ch 7 FOX

WSVN came to the second Family Expo held in Cutler Bay.

[Children's Trust Family Expo in Cutler Bay offers family fun, services](#)

Aug 2

Ch 6 NBC

Dance Africa festival, featuring a book bag giveaway sponsored by The Trust, featured on 6 in the Mix.

[On-air segment.](#)

Aug 3

Ch 6 NBC

The Trust held the Health Connect training seminar to prepare school-based clinical staff for the upcoming school year.

[Miami-Dade Schools Staff Receive Mental Health Training](#)

Aug 3

Ch 4 CBS

The Trust held the Health Connect training seminar to prepare school-based clinical staff for the upcoming school year.

[On-air segment.](#)

Aug 3

Radio Caracol 1260 AM (Spanish)

Tatiana Canelas, Director of Programs, discusses Trust programs and Family Expo.
(Recording unavailable)

Aug 4

Miami Herald

The Trust held Health Connect training seminar to prepare school-based clinical staff for the upcoming school year.

[What's on the minds of school nurses? Let's start with mental health and gun violence](#)

Aug 4

El Nuevo Herald (Spanish)

The Trust held Health Connect training seminar to prepare school-based clinical staff for the upcoming school year.

[¿Qué preocupa a los enfermeros escolares? Empecemos por la salud mental y la violencia armada](#)

Aug 5

Ch 10 ABC

The Family Expo was mentioned in the Community Calendar.

[August 2022 Community Events Calendar](#)

Aug 8

South Florida Hospital and Healthcare Report

Trust-funded provider Miami Lighthouse for the Blind offers free eye exams to families in need.

[Free Eye Examinations For Underprivileged School Children Offered By Florida Heiken Children's Vision Program](#)

Aug 9

MiamiOnTheCheap.com

The Spooky Symphony, presented by The Children's Trust, was featured on the website.

[Free Halloween concert for the whole family](#)

Aug 9

The Miami Times

The Family Expo was featured as a resource for back-to-school.

[Back to school breaking the bank](#)

Aug 10

ABC National News

The Trust was featured in an ABC World News Tonight piece on economic inflation.

[US inflations slows, gas prices fall sharply](#)

Aug 11

Miami New Times

Pop Icon Lady Gaga announces grants for two Trust-funded organizations, Guitars Over Guns and The Alliance for LGBTQ Youth.

[Guitars Over Guns and Alliance for LGBTQ Youth Awarded Grants From Lady Gaga's Born This Way Foundation](#)

Aug 11

Ch 23 Univision (Spanish)

The Trust was featured on story about low or no cost after-school care.

[Si No Te Alcanza El Dinero Para La Guardería De Tu Hijo, Estos Programas Gratis Te Pueden Ayudar](#)

Aug 14

The VSS Hour Radio Mega AM 1700 (Creole)

Mario Valcin, Program Manager, discusses the community parent survey.

[On-air segment](#)

Aug 25

Ch 4 CBS








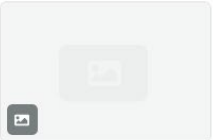


Trust-supported partner P-SWAP was featured on Miami Proud segment.

[Miami Proud: "Fun and free" Opa-Locka swim program aims to save lives](#)

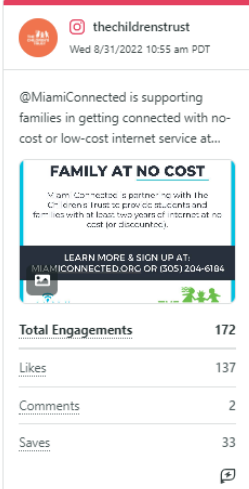

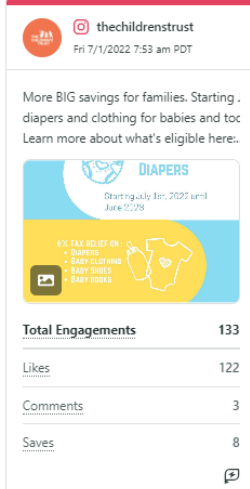
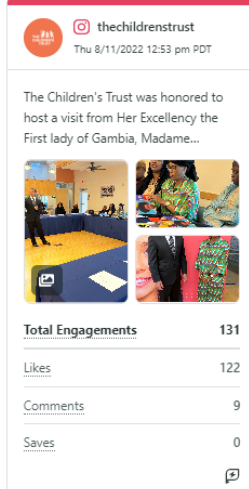

Social Media at a Glance

	Followers	Impressions
Facebook	53K	6M
Twitter	4.6K	36K
Instagram	13.6K	630K
LinkedIn	5.1K	33K





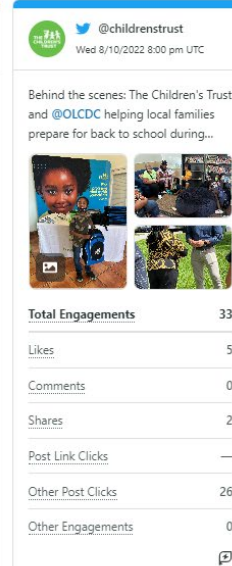
Top performing posts from Facebook

<p> The Children's Trust Fri 7/8/2022 9:55 am PDT</p> <p>Trust President and CEO James R. Haj was grateful to receive this handmade artwork created by the students of...</p> 	<p> The Children's Trust Fri 8/5/2022 1:35 pm PDT</p> <p>Trust President & CEO James R. Haj spoke to more than 100 high school-aged youth at the RER-Consulting...</p> 	<p> The Children's Trust Sat 7/30/2022 7:00 am PDT</p> <p>NOW OPEN: Come to The Children's Trust Family Expo, going on now till 3 p.m. at Sweet Home Missionary Bapti...</p> 	<p> The Children's Trust Thu 8/11/2022 12:38 pm PDT</p> <p>The Children's Trust was honored to host a visit from Her Excellency the First lady of Gambia, Madame...</p> 	<p> The Children's Trust Sat 8/20/2022 4:18 pm PDT</p> <p>Ximena Nunez, Director of Communications for The Children's Trust, attended the NABJ-South Flori...</p> 
Total Engagements 343	Total Engagements 277	Total Engagements 272	Total Engagements 261	Total Engagements 260
Reactions 120	Reactions 38	Reactions 48	Reactions 35	Reactions 83
Comments 16	Comments 0	Comments 13	Comments 0	Comments 8
Shares 9	Shares 2	Shares 4	Shares 2	Shares 2
Post Link Clicks —	Post Link Clicks 1	Post Link Clicks —	Post Link Clicks —	Post Link Clicks —
Other Post Clicks 198	Other Post Clicks 236	Other Post Clicks 207	Other Post Clicks 224	Other Post Clicks 167

Top performing posts from Instagram

 <p>thechildrenstrust Wed 8/31/2022 10:55 am PDT</p> <p>@MiamiConnected is supporting families in getting connected with no-cost or low-cost internet service at...</p> <p>FAMILY AT NO COST Miami Connected is partnering with the Children's Trust to provide tablets and families with at least two years of internet at no cost (or discount).</p> <p>LEARN MORE & SIGN UP AT: MIAMICONNECTED.ORG OR (305) 204-6164</p> <p>Total Engagements 172 Likes 137 Comments 2 Saves 33</p>	 <p>thechildrenstrust Tue 7/5/2022 6:48 am PDT</p> <p>Do you provide high-quality after-school programming and/or summer camps for children and youth? Do you...</p> <p>Opportunities for Youth Development Funding for high-quality after-school programming and summer camps that offer enrichment opportunities will run \$75K with a 10% discount for children and youth. Anticipated release date is October 2022. Informational Session on Wednesday, July 6, 9:30 a.m.-12:30 p.m. Learn More</p> <p>Total Engagements 134 Likes 110 Comments 2 Saves 22</p>	 <p>thechildrenstrust Fri 7/1/2022 7:53 am PDT</p> <p>More BIG savings for families. Starting . . . diapers and clothing for babies and tocs. Learn more about what's eligible here..</p> <p>DIAPERS Starting July 1st, 2022 until June 30, 2023</p> <p>4% TAX RELIEF ON: • DIAPERS • BABY CLOTHING • BABY BODIES • BABY BODIES</p> <p>Total Engagements 133 Likes 122 Comments 3 Saves 8</p>	 <p>thechildrenstrust Thu 8/11/2022 12:53 pm PDT</p> <p>The Children's Trust was honored to host a visit from Her Excellency the First lady of Gambia, Madame...</p> <p>Total Engagements 131 Likes 122 Comments 9 Saves 0</p>	 <p>thechildrenstrust Sat 8/20/2022 4:18 pm PDT</p> <p>Ximena Nunez, Director of Communications for The Children's Trust, attended the @nabjsouthflorid...</p> <p>Total Engagements 89 Likes 86 Comments 3 Saves 0</p>
---	---	--	---	--

Top performing posts from Twitter

 <p>@childrenstrust Fri 8/12/2022 3:15 pm UTC</p> <p>MAJOR NEWS: @ladygaga's @BTWFoundation to support two Trust-funded organizations, @guitarsoverguns & @all4lgbtyouth.</p> <p>Total Engagements 88 Likes 37 Comments 2 Shares 8 Post Link Clicks 12 Other Post Clicks 29 Other Engagements 0</p>	 <p>@childrenstrust Fri 7/8/2022 6:30 pm UTC</p> <p>The Trust is excited to host @MDCPS at Family Expo to connect families to their valuable programs like...</p> <p>Family Expo A Day of Family, Community, Music & Fun! Join us for a day of family, community, music & fun! We'll have a variety of activities for the whole family, including a live performance by the Miami Children's Choir. Don't miss out on this special event! Learn More</p> <p>Total Engagements 80 Likes 16 Comments 0 Shares 13 Post Link Clicks 0 Other Post Clicks 51 Other Engagements 0</p>	 <p>@childrenstrust Tue 8/16/2022 2:00 pm UTC</p> <p>The Trust community engagement team attended the @MDEATInfo 2022 Power Summit at @FIU. The event, a...</p> <p>Total Engagements 41 Likes 7 Comments 0 Shares 2 Post Link Clicks — Other Post Clicks 32 Other Engagements 0</p>	 <p>@childrenstrust Thu 8/11/2022 7:08 pm UTC</p> <p>Help The Trust learn more about your needs and interests. Your input will inform future programs and services...</p> <p>Community Survey Miami-Dade Parents</p> <p>Total Engagements 34 Likes 4 Comments 0 Shares 3 Post Link Clicks 7 Other Post Clicks 20 Other Engagements 0</p>	 <p>@childrenstrust Wed 8/10/2022 8:00 pm UTC</p> <p>Behind the scenes: The Children's Trust and @OLCDC helping local families prepare for back to school during...</p> <p>Total Engagements 33 Likes 5 Comments 0 Shares 2 Post Link Clicks — Other Post Clicks 26 Other Engagements 0</p>
---	---	---	--	---

Top performing posts from LinkedIn

