



BFP BOARD Strategic Planning Session  
June 24, 2021  
Minutes

**Attendees:** Ms. Barb Loftus Board Chair, Ms. Ruth Long, Board Vice Chair, Mr. Rob Cramp, Mr. Dan Rodgers, Mr. Carlos Assemany, Mr. Storm Doddy, Dr. Rosanna Malbran,

**Members Absent:** Mr. Eric Austin Board Treasurer and Ms. Sky Beard

**Others in Attendance:** Mr. Phil Scarpelli, CEO, Ms. Laurie-Anna DeGennaro, Board Liaison, Dr. Valerie Holmes, VP of Operations, Ms. Kelly Swartz, Chief Legal Officer, Mr. Don Johnson, Chief Financial Officer, Ms. Katie Guemple, ED Family Allies, and Kathryn Parker, ED Brevard C.A.R.E.S

Ms. Loftus called the meeting to order, welcomed, and thanked everyone for attending the June 24, 2021 BFP Board Strategic Planning Session.

**Motion:** Mr. Cramp moved to approve the June 24, 2021 Agenda. This was seconded by Mr. Rodgers and the motion passed unanimously.

Ms. Loftus reminded members that if anyone had a real or perceived conflict of interest or a business relationship between two board members to please reach out to Ms. DeGennaro for a Conflict-of-Interest form. None were disclosed.

Mr. Doddy engaged board members in an ice breaker activity: Think of a favorite person to have lunch with and why.

Public Comments: No public attendees.

## BOARD PRESENTATIONS

### CEO 2020-2021 Report

The CEO 2020-2021 presentation was posted to the BFP Board Portal for review in advance of the meeting. No comments were expressed during the review period. Mr. Scarpelli provided an overview of the 2020-2021 accomplishments as presented.

Mr. Scarpelli then shared the 2021-2022 goals as follows:

- Continue to Develop an Action-Oriented Partnership with the Governor's Office, DCF, Business, Faith-Based, & CBC Communities
- Professionalize Customer Service
- Continue to Increase Funding Sources
- Continue our Journey Toward Excellence

Discussion then ensued regarding the priority of the new year goals:

- Professionalized internal customer service is a priority to encourage and support staff so they feel excited about what they do in the community and in turn are motivated and inspired to extend that same superior customer service with their clients and service providers.
- Marketing and Public Relations: Obtain success stories and post to the website to inspire hope for those who are struggling. Stories from Foster Parents, successful former foster children and prevention and diversion success stories.
- Share real stories for real programs, example Cribs for Kids program
- Fundraising: Develop a presentation to offer to donors: include specific targets and quantify the need to inspire donors to give.
- The Family of agencies should compile a list of needs, create events to fundraise for those established needs.
- Develop Communication for board members to share with Investors and Donors.
- Continue to promote initiatives, example Road to Autonomy.

### 2020-2021 BOARD ACCOMPLISHMENT

The 2020-2021 Board Accomplishments was posted to the BFP Board Portal for review in advance of the meeting. No comments were expressed during the review period. Ms. Loftus provided an overview of her presentation and highlighted Board accomplishments as follows:

- Consistent support of CEO's objectives, authorities, and limitations
- More consistency in governance model
- Complete, comprehensive review of policies that reflect current organization
- Streamlined board structure
- Broader participation of board members
- Board succession planning
- Recruitment of members to support growth strategy: NCFIE and Foundation presented.

Ms. Loftus then shared opportunities for board improvement:

- Board Recruitment:
  - Members that represent the diversity of our community
  - Members with the backgrounds to provide needed subject matter expertise (legal, social services, mental health, finance/banking, fundraising)
- Board Development:
  - Improved orientation/training
  - Continued succession planning and executive development
  - Clarification and reinforcement of responsibilities of board members
    - Participation on committees
    - Support and attendance at events
    - Advocacy and ambassadorship
- Governance
  - Specific monitoring of CEO objectives throughout year
  - Encouraging specific initiatives (e.g., 'Road to Autonomy')

Ms. Loftus opened the floor for discussions.

Members suggested the following:

- Recruit board members that are like minded, have the same compassion, motivation, and commitment to serve the children, families, and community.
- Board members may serve as the chair of a committee for community events and outreach
- Marketing Committee and Public Relations is desperately needed to get out into the community to change the negative public perception of child welfare.
- Increase time and attention to meeting the community surge: homelessness, influx of children coming into care.
- Launch housing initiatives.

10:22 Ms. Jessica Walker, DCF Contract Manager arrived

Discussions ensued regarding a “Tiny Home” program specifically designed for youth transitioning out of foster care. Mr. Cramp shared he knows Ms. Jinkie Echols who has property formerly used for a trailer park with all of the utility hook ups already in place.

**Action Item:** Invite Ms. Jinkie Echols to the August Board Meeting

Members agreed on the need to focus on Public Relations: marketing, media relations, campaign for specific program needs to ask the community to fund. Another area needing board member attention is recruiting for board member diversity and board orientation.

**Action Item:** Mr. Scarpelli will have his FOA leadership provide a needs assessment. Mr. Scarpelli will present the list of needs at the August Board Meeting for board members to prioritize for program campaigns.

Members discussed Board Recruitment and the need to develop a tool or survey that members can complete to identify their area of interest. Mr. Doddy shared he will be looking to recruit someone for the Marketing Committee with a background in marketing. He will also recruit for age and ethnic diversity, among qualified candidates.

10:32 Mr. Ernest Jones, IMPOWER arrived

**Action Item:** Marketing Recruitment Committee will present the types of board members to recruit.

**Motion: Motion:** Mr. Cramp moved to adjourn. This was seconded by Dr. Malbran and the motion passed unanimously.

Respectfully Submitted,

Laurie-Anna DeGennaro  
Board Liaison

Approved by the Brevard Family Partnership Board of Directors on August 26, 2021.