

YOUTH EDUCATION AND SAFETY ADVISORY BOARD
MARCH 22, 2010

1. ROLL CALL

The meeting was called to order at 6:14 pm. Board members present were Chair John Pisula, Hal Axler, Tim Curtin, (arrived at 6:26 p.m.) Daisy Garcia, Marcy Fallahzadeh and Stacy Shaffer. Also present was Board Secretary Jenevia Edwards recording the meeting. Barbara Tilley and Vice-Chair Lorraine Hofheinz were absent.

2. DISCUSSION

2.1 Fund-Raising Goals

Chair Pisula advised that there was approximately \$2,300 in the Town of Davie account and \$700 in the Broward Education Foundation. These were the remaining amounts after the scholarships had been awarded. He added that any funds collected through fund-raising should go directly to the Broward Education Foundation because of the lengthy wait to get approval from the Town. Chair Pisula indicated that the process was already streamlined by Chief Patrick Lynn; however it still took a considerable amount of time for funds to be released by the Town. He added that it was easier if checks that were donated went directly to the Broward Education Foundation.

Chair Pisula explained that in 2009 the Board awarded \$2,000 in scholarships and added that it would be nice to have a cushion of extra funds. He commented that if the Board was able to raise \$10,000 in contributions every year, \$5,000 could be awarded in scholarships, \$3,000 in grants, and a number of \$500 scholarships, three at each level each year, this would be phenomenal. Chair Pisula indicated that this would be a great goal for the Board to accomplish and suggested that the Board should try to raise \$10,000 on an annual basis which would provide a financial cushion for the Board. He added that in soliciting funds from corporations, boardmembers should become more aggressive because the life blood of any organization was a \$25.00 contribution. Chair Pisula indicated that he would work with the Broward Education Foundation to see if they had the means to accept funds via credit card because people would make a contribution of \$20 or \$25 if they could contribute through Pay Pal or with a credit card. The Broward Education Foundation held fundraisers so they had to accept credit cards.

Chair Pisula commented that a great way to start receiving donations was to focus on small donations and then move on to medium and large donations. He suggested that a fund-raising group of three boardmembers meet in a brainstorming session as to how to move forward in trying to raise contributions. Chair Pisula commented that he had invited Mr. Jeremy Wehby to the meeting to discuss fund-raising issues.

A lengthy discussion ensued regarding contributions with Chair Pisula indicating that sponsor's logo would appear on the Town's letterhead depending on the amount of their contribution. Chair Pisula spoke of a number of corporations that he felt sure would make a contribution of at least \$500. Ms. Garcia asked if the \$500 would be a one time contribution, Chair Pisula responded in the affirmative. Mr. Axler outlined the criterion for the different levels of contribution from sponsors and added that the Board was still waiting for the website.

Chair Pisula asked for volunteers for the sub-committee to develop collateral and to develop ideas for fund-raising. He suggested that the title "Dollars for Scholars" would be a good slogan and the solicitation should be kept locally among Davie merchants. Ms. Shaffer commented that there were a number of merchants that she could contact for contributions.

Discussion continued regarding solicitation with boardmembers highlighting the organizations that they would contact to solicit contributions for future scholarship grant. Chair Pisula suggested a strategy of asking merchants to make a commitment of \$100.00 annually towards the scholarship grant.

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Chair Pisula suggested that the focus in the spring should be on the \$10 contributions, while in the fall the focus should be on bigger items because that was when the grant applications would be distributed.

There was a brief discussion concerning the date for the next board meeting. The consensus was to have the meeting on May 17, 2010.

Chair Pisula reiterated the goals for the scholarship grant and indicated that he would follow-up with each boardmember to see their progress in raising contributions.

2.2 Follow-Up on Health Fair Issues

A lengthy discussion was devoted to health fair issues with Chair Pisula explaining that this was discussed at a previous meeting and Vice-Mayor Starkey was very interested in being involved with the health fair and questioned where it would be held. Chair Pisula advised that he was presently working with Florida Atlantic University (FAU) to hold the fair at the FAU/Broward College Campus. He added that FAU usually held a health fair each year in the fall and it would be a good idea to “dovetail” with them.

Mr. Curtin advised that he spoke with Catherine Starkey at Memorial Hospital who indicated that vendors would be provided for the health fair; however, she did not want to contact those vendors until there was a date scheduled for the health fair. Chair Pisula indicated that the fair would be held in September which gave enough time to get sponsors.

Discussion continued regarding items that would be needed as well as the possibility of having sponsors would be willing to provide food as a contribution to the health fair.

Chair Pisula commented that a lot of effort was needed to organize the health fair and he hoped that Katherine would be able to assist in the organization of the vendors. He spoke of the humanity project which was sponsored by State Farm Insurance and added that that organization would be happy to participate in the health fair.

Following a brief discussion concerning a date, it was decided that the health fair would be held on September 25th. Chair Pisula discussed the need for a slogan for the contribution campaign. The Board decided on the slogan “Say YES to Education”. Mr. Curtin suggested that another health fair could be held in the spring at Western High School.

Chair Pisula suggested that a committee from among the boardmembers was needed to organize the health fair. Mr. Curtin indicated that he would chair the committee.

2.3 Auto Safety Rally

Chair Pisula advised that the United Way would not be having an event in May and explained that the big push by United Way was to assist Haitian children in the school district having fundraising events. He added that the graduation ceremony for Western High School as well as a number of other schools was being held at Nova Southeastern University and there was still time to get the crashed vehicle at that location.

There was a brief discussion as to whether to have the vehicle at the graduation site or at the school just before the prom. Chair Pisula indicated that he would discuss the issue with State Farm as State Farm was the sponsor. The consensus of the board was that not everyone attended the prom but everyone attended graduation. Chair Pisula indicated that the cost incurred for the crashed vehicle was \$200.00 and he would probably be able to have a State Farm agent underwrite the cost. He added that he would like to see the vehicle at the school before the summer break.

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Mr. Curtin made a motion, seconded by Ms. Fallahzadeh, to explore State Farm sponsoring the crash car for outside of the Davie school, as determined by the principal and if State Farm does not sponsor it, then I motion to fund that activity by the Board up to \$200.00. In a voice vote, with Barbara Tilley and Lorraine Hofheinz being absent, all voted in favor. **(Motion carried 6-0)**

3. OLD BUSINESS

3.1 Re-Cap of Orange Blossom Festival

A lengthy discussion was devoted to recapping the Orange Blossom Festival with boardmembers highlighting the events and expressing their opinion. Mr. Curtin explained that he attended the Orange Blossom Festival for the first time and it was great. Ms. Fallahzadeh indicated that she would email pictures of the festival to Ms. Garcia who was not able to attend. Chair Pisula suggested ideas for the banner for the next festival and indicated that on the letterhead the names of the theme sponsors, including Memorial Hospital would be listed. Mr. Axler asked if it was possible to incorporate the crashed car, which could be placed on a flat bed truck, to emphasize safe driving. Chair Pisula and boardmembers were in favor of the idea. Boardmembers discussed ideas for the 2011 Orange Blossom Festival. Mr. Curtin suggested having a convertible.

Chair Pisula advised that there would be a press release in the Davie Update thanking Memorial Hospital for assisting the board with sponsorship, as well as information concerning the scholarship grant.

While providing Mr. Curtin with information on items discussed earlier in the meeting, Chair Pisula also discussed clarification of the name of the Board. Chair Pisula suggested inviting scholarship grant winners and principals to a reception after the awards ceremony. He also suggested having an affair at the schools which would be dependent on contributions.

Chair Pisula asked Mr. Axler about the events at Fort Lauderdale International Film Festival/Cinema Paradiso and if tickets were available. He explained that he would like to go back and provide two complimentary tickets to each of the past grant winners to attend an event. Mr. Axler advised that he would provide the tickets. Ms. Garcia questioned how the teachers would know that the tickets were available. Chair Pisula explained that the tickets would be given to the school principals.

Chair Pisula advised that he had contacted Western High School concerning the cost of the lanyard as discussed in the December 2009 meeting. He indicated that the information was not available; however, he was told that the students would be provided with new badges.

There was a brief discussion regarding a webpage for the board with Mr. Curtin asking how information concerning the board would “come through” if it was being added to existing Town space. Chair Pisula responded there the board had a webpage but there was nothing on it. Mr. Curtin suggested that Public Information Officer Braulio Rosa be contacted and asked to add the pictures of the presentations and the Orange Blossom Festival to the webpage as well as other events in which the Board had participated. Ms. Fallahzadeh advised that she would contact Mr. Rosa.

4. NEW BUSINESS

4.1 Davie Education Excellence Grant-Sponsorship Involvement, Jeremy Wehby

There was no discussion as Mr. Wehby did not attend the meeting.

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5. AGENDA ITEMS FOR NEXT MEETING

Following a brief discussion, the following items were suggested for the agenda for the May meeting:

- Crashed Car at Western High School
- Notification of Scholarship Grant in the Summer
- Health Fair Update
- Website Update

6. ADJOURNMENT

There being no objections and no further business to discuss, the meeting adjourned at 7:25 p.m.

Date Approved

Chair/Board Member