

**SPECIAL MEETING  
YOUTH EDUCATION AND SAFETY ADVISORY BOARD  
JULY 12, 2010**

**1. ROLL CALL**

The meeting was called to order at 6:18 pm. Board members present were Chair John Pisula, Vice-Chair Lorraine Hofheinz, Marcy Fallahzadeh, Diana Podel and Barbara Tilley. Also present was Board Secretary Janet Gale recording the meeting. Hal Axler, Tim Curtin, Daisy Garcia and Stacy Shaffer were absent.

**2. DISCUSSION**

**2.1 Brainstorming Session**

Chair Pisula advised that by the next meeting he would have the treasurer's report which would provide information as to how much money there was with the Broward Education Foundation, as well as the amount being held by the Town. He added that this would give a better idea of how much funds the board would have to raise. Chair Pisula advised that a check was received from Flashback Diner that was made out to the Town; however, he was able to have a new check made out to the Broward Education Foundation. He indicated that he had stopped by the diner to express his thanks; Flashback Diner indicated that they would like to be involved in fundraising programs for the scholarship grant. Chair Pisula indicated that the information on the sponsorship form and the application should be changed immediately to indicate that checks be made out to the Broward Education Foundation (BEF).

Discussion ensued regarding the grant application with Chair Pisula commenting that in 2009 the application process began in September, which provided time in September and October and a part of November to receive all the applications, and announcement of the winners was made in December. Chair Pisula explained that the last week of August emails were sent out through contacts in the schools, and the duty at this meeting was to try to have the same timeline. He added that although this was not done in the past, it would be helpful if the timeline for the application was placed in the introductory letter.

Chair Pisula commented that the anticipated announcement of the winners would be made at the second Town Council meeting on December 15th. He indicated that time would be needed to notice the schools so that the teachers could be notified. Chair Pisula added that this would be the third annual Education Excellence and Safety Grant and now that the timeline was available he would add that to the letter. He added that most of the letter had been changed to include past grant winners and he would have the mock-up for the July 19th meeting. Chair Pisula felt that another meeting should be held in August so that everything would be finalized. He was hoping to have the introduction/welcome letter along with the application finalized by the second week of August and this would include the name of the last set of grant winners.

A brief discussion ensued with Vice-Chair Hofheinz asking about pictures and information on previous awards, how the program went and whether there had been publications in the Davie Gazette. Chair Pisula responded that there was only one available because the program went until the end of the semester, but he planned to follow-up. Ms. Tilley commented that the paper was the Davie Update with Vice-Chair Hofheinz responding that the article could be published in both newspapers. Chair Pisula indicated that there was an article about Karen Gonzalez in the Davie Update.

Vice-Chair Hofheinz asked that a copy of the letter be sent to her by email as she would not be attending the meeting of July 19th. Chair Pisula indicated that because of Sunshine Law he would not be to forward the letter directly to her or other boardmembers; however, he would forward the letter to the Board Secretary Jenevia Edwards who would then forward it to boardmembers for review before the meeting. He indicated that this application was the same as last year's, and he would clarify with the Town to make sure to get on the Town Council agenda for the second meeting in January as he believed second meetings were when presentations were made.

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There was a brief discussion highlighting the dates for upcoming board meetings. Vice-Chair Hofheinz spoke of the August meeting with Chair Pisula responding that if the corrections to the letter and application, grant application and sponsorship letter were finalized at the July 19th meeting there would be no need to have a meeting in August. Vice-Chair Hofheinz questioned if the deadline for the applications would be in November with Chair Pisula responding that it would be in October with the review taking place at the November 15th meeting. She commented that reviewing the applications should not take up too much time. Chair Pisula commented that each year as more applications were received the review would take more time.

Chair Pisula explained that a similar meeting was held last year because of the deadline which was projected to be the end of October. He commented that in September, before Labor Day applications might be slow to come in because the teachers might be bogged down, but by October the applications should begin coming in. Chair Pisula indicated that he had distributed the applications to the schools and he would like to have one person do a follow up and work with the schools. Ms. Fallazadeh indicated that she would do the follow-up in October.

Regarding communication, Chair Pisula commented that he wanted the application in the Gazette, the Davie Update and the picture of the last three winners in the Davie Update as well. He indicated that Ms. Fallazadeh was working with Braulio Rosa on the Town's website. Chair Pisula commented that as soon as the applications were finalized he would like to have it added to the website as well so that it may be downloaded by the teachers.

Concerning fundraising, Chair Pisula commented that he would like to have a fundraising chair for the board. He indicated that all the boardmembers should be involved in the fundraising to try to raise \$1,000 each and with ten boardmembers the goal was \$10,000. Discussion continued regarding having a fundraising chair with Chair Pisula commenting that this could be discussed further at the July 19th meeting. He added that the slogan "Say Yes to Education" was great and that could be the board's campaign slogan. Chair Pisula explained that there was no pressure, and although there was enough money to fund the next three scholarships, but it would be nice to be able to give \$1,000. He commented that now was when the teachers needed the extra funds and if all the board was doing was building an award chest it did not make any sense.

Ms. Podel questioned if the different levels of sponsorship listed was just for the YES Advisory Board. Chair Pisula responded in the affirmative. Ms. Podel asked if it was possible to find out how many hits the site got on a monthly basis because this would help in her attempt to get sponsors. She indicated that without that information she had nothing to support her request for sponsors. Chair Pisula suggested that Ms. Fallazadeh should try to get that information from Mr. Rosa. He added that almost every organization had a way to track how many people visited their website. Ms. Fallazadeh indicated that she had the picture of the 2009 winners with boardmembers along with the letter placed on the website. Chair Pisula said it was important for businesses to know how many hits the website received.

Vice-Chair Hofheinz commented that there was talk about having different companies that funded some of the grant sponsoring some of the activities like the rodeo, and also the Safety Week in October. Chair Pisula advised that Safety Week would take place the third week of October beginning on the 17th and ending on October 25th. He indicated that Western High School was still interested in partnering with State Farm Insurance for the crashed car project. A brief discussion was devoted to safety week with boardmembers suggesting a number of different slogans.

Chair Pisula explained that this would be finalized in September and there would be further discussion on the fundraising, adding that the application should state "Make Payable" to Broward Education Foundation. He commented that he might be able to do some fundraising with State Farm Insurance on a corporate level; however, this would have to take place immediately as they were running out of funds.

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Discussion ensued regarding fundraising grant with Chair Pisula explaining that the BEF provided grants each year but none came to the Town. Chair Pisula commented that BEF was doing exactly what this board was doing by providing grants of \$500 to \$1,000 to teachers who were required to submit similar proposal. Chair Pisula indicated that BEF was asking for \$20,000 from State Farm. He added that he might not be able to get as much, but he would be requesting a grant.

In responding to Chair Pisula about who was responsible for grants in the Town, Ms. Gale responded that Charles "Mitchell" Taylor handled grants. Chair Pisula provided his email address and telephone number for Mr. Taylor to contact him.

Following a brief discussion concerning grants, Chair Pisula commented that if the grant goes through the Town, it would have to be written to BEF anyway. Vice-Chair Hofheinz questioned if the grant would be submitted to BEF to fund the Davie YESAB with Chair Pisula responding in the negative, adding that the teachers could through the BEF.

Ms. Tilley commented that there were residents in Park City who were in need of grant funds to repair their mobile homes that were damaged during hurricane Wilma.

Chair Pisula advised that he was attempting to work with Lonnie Bergeron but a meeting that he had scheduled was cancelled; however, he was hoping to lay the ground work to be able to get a grant of at least \$250. He added that he hoped to be able to work with Mr. Bergeron and if he received \$250 quarterly in grants from him, that would be a good accomplishment. Chair Pisula believed that the board was offering a lot in terms of publicity to someone who became a sponsor. He commented that each boardmember should be able to provide the names of five organizations that they would be willing to work with at the next meeting. Chair Pisula reminded boardmembers that the push for funds would not always be at the \$500 level but the small amounts of \$25, \$50 and \$100 would appear impressive if placed on the Town's website or in a letter indicating the sponsors. He indicated that BEF would be able to allow sponsors of the YES Advisory Board grant to use credit cards.

Chair Pisula reiterated that he would like to have a fundraising chair and vice-chair for the third annual Excellence and Safety Grant.

Ms. Tilley made a motion, seconded by Ms. Podel to nominate Tim Curtin as chair of the fundraising committee. In a voice vote, with Hal Axler, Tim Curtin, Daisy Garcia and Stacy Shaffer being absent, all voted in favor (**Motion carried 5-0**)

Vice-Chair Hofheinz made a motion, seconded Ms. Tilley to nominate Ms. Podel a vice-chair of the fundraising committee. In a voice vote, with Hal Axler, Tim Curtin, Daisy Garcia and Stacy Shaffer being absent, all voted in favor (**Motion carried 5-0**)

**3. ADJOURNMENT**

There being no objections and no further business to discuss, the meeting adjourned at 6:55 p.m.

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Date Approved

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Chair/Board Member