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Juvenile Welfare Board Meeting: 2014: 01: 09: Packet

Juvenile Welfare Board of Pinellas County.

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PRESENT: Maria Edmonds, Chair; Dr. James Sewell, Vice-Chair; Brian Aungst, Jr., Secretary; Honorable Bob Dillinger; Dr. Michael Grego; Judge Raymond Gross; Honorable Bernie McCabe; Michael Mikurak; Raymond Neri; Angela Rouson; Commissioner Karen Seel; Attorney Colleen Flynn

I. CALL TO ORDER

Mrs. Edmonds called the meeting to order at 9:03 AM followed by the Pledge of Allegiance led by Mrs. Rouson.

Mrs. Edmonds wished everyone Happy Holidays and thanked them for all they do for Pinellas County children and families.

II. CONSENT ITEMS

A. Approve Minutes for November 14, 2013

Mr. Dillinger asked why JWB did not receive the tax funding in November as we usually do. Mrs. Walterick responded that the check was received on November 29, 2013, a holiday, and it was not recorded until December.

ACTION: Dr. Sewell moved to approve the Consent Agenda as presented; seconded by Mr. Mikurak. No further discussion; motion carried.

III. ACTION

Approval of Key Brand Messaging

Ms. April Putzulu presented a PowerPoint presentation outlining how the Communications Department drafted the Key Brand Messaging brought to the Board for approval.

She explained the work is in support of the 2013-2016 JWB Strategic Plan Goal 5-Strategy 1: Equip and engage Board, staff and interested community members to serve as ambassadors and advocates for JWB and the children and families of Pinellas County. She said the need to create concise and impactful Key Brand Messaging was identified as a critical first step by the JWB Communications Team.

Ms. Putzulu said many community stakeholders see JWB as a funder of services and a taxing authority. She recounted a story she was told by long-time JWB employee Mr. Mike Stone whose young daughter was asked to speak to her classmates about her parents’ careers. She explained that her mother was a guidance counselor, but paused when she tried to explain what her father did for a
living. She summed up his job description by saying that her father cares about all the children in Pinellas County. That is the essence of JWB “caring about all the children and families in Pinellas County”.

Ms. Putzulu added that the JWB Communications Team created a comprehensive discovery process to engage and solicit feedback from JWB staff, Board members, and Community Council members. Preliminary drafts were vetted with all parties to gain insight and reach consensus from those who will serve as JWB’s “brand ambassadors” in delivering the messaging. As a result of feedback from all parties, revisions were made to simplify the message, make a stronger connection to our work with families, and stress our partnership and advocacy role.

Mr. Joseph Gallina, Communications Consultant, provided information on JWB’s role in the community as a caring, intelligent, innovative, responsible, passionate, and collaborative agency. He spoke about JWB’s promise to deliver to the community. He then read the key messaging statement:

We’re all about children and families in Pinellas County and believe all kids matter. We improve their lives through our programs, partnerships and advocacy that ultimately benefit the whole community. The Juvenile Welfare Board was created in 1945 by the citizens of Pinellas County who were the first in the nation to collectively say all children matter by investing tax dollars to improve their futures. We responsibly invest in programs with proven results and create innovative partnerships that benefit tens of thousands of children and families each year. Our efforts also strengthen neighborhoods, communities and schools, making this a better place for everyone to live.

Mr. Gallina asked if there were any questions.

Mr. Mikurak congratulated the Communications Department on a fantastic job and said he liked the message. He also commented that the center section of the message will be seen by some but history is “losing its place”.

ACTION: Dr. Sewell moved to approve the Key Brand Messaging; seconded by Mrs. Rouson. No further discussion; motion carried.

V. PRESENTATIONS

A. Juvenile Welfare Board Digital Archive

Joyce Sparrow, Resource Coordinator in the JWB Public Policy Department, presented a PowerPoint presentation reviewing the digital archive collection established by the University of South Florida St. Petersburg Nelson Poynter Memorial Library.

In June of this year, the JWB Board approved a partnership between JWB and USF St. Petersburg to create a digital archive of JWB Board Minutes and Agendas dating back to 1947. In order to do this, each individual record had to be hand-scanned into a high quality photocopier. From September until today, 50 years of JWB history has been scanned which is equal to 750 sets of meeting Minutes.

Ms. Sparrow showed the Board the original Board Meeting Minutes from 1947. She explained it is a free searchable data base available for the world to see. It shows not only the rich history of JWB but also Pinellas County. This collection will continue to be updated with present day Board packets and other pertinent information.
Mr. Mikurak said it was good that this information is being captured, and hopefully in the future, people will take the time to find out what really happened.

Mr. Aungst thought it was amazing and asked if a login was needed and if it will be linked from JWB’s website?

Ms. Sparrow replied a login was not needed and she is working with the Communications Department. Once all the Minutes are included a link will be provided.

Mr. Aungst said when he first got on the Board he asked if we could record our meetings and post the audio online. He believes we are the largest taxing authority in the County that does not have their meetings televised and it is important to have more access than just the written Minutes.

Ms. Sparrow said there is an audio recording of the meetings.

Mr. Aungst asked if the recordings were going to be put online. He commented he would like to see that happen.

Ms. Sparrow said there has been discussion about it and he will be kept informed.

**B. COA Update**

Ms. Judith Warren included a PowerPoint overview of the COA process. She explained COA is reviewing JWB as a non-service providing administrative entity. It is the first children’s services council and the sixth government entity in Florida to seek accreditation. She reviewed the benefits of accreditation. Ms. Warren recognized the efforts of Ms. Jeanine Evoli and Mr. Mike Stone who are leading and championing the process. The site visit will take place from March 9 – 11, 2014. As that date approaches, Ms. Warren will keep the Board informed. Ms. Warren said JWB should receive the notice of accreditation in June 2014. After initial accreditation, JWB will have the opportunity to review its accreditation every three years. She also reminded the Board they will be receiving COA surveys by email.

Mr. Dillinger asked: “What does COA say about having a CFO?”

Ms. Warren responded that COA does not dictate staffing, but she will look into it further.

Mr. McCabe asked how much COA costs.

Ms. Warren replied: “$15,000.” The initial fee is $10,000 and after accreditation for the remainder of the three years it will be $400 each year.

Dr. Biddleman said she will be presenting a redesign of the Finance Department in January 2014. She added: “We will be putting out an announcement for a CFO.” She also indicated that an individual has been working on COA and, along with a member of the audit firm, they are making recommendations that will be presented.

Mr. Aungst asked about the reaccreditation process. He specifically wanted to know if the reaccreditation costs $10,000 every three years.
Ms. Warren responded: Yes.

Mr. Aungst asked if we know who the peer reviewers are and he questioned JWB being considered a non-service agency.

Ms. Warren said we will know who the peer reviewers are approximately five days prior to the site visit in March.

Mr. McCabe asked “isn’t JWB a service provider through Pinellas Core Management Services (PCMS)”? 

Dr. Biddleman said JWB is not a service delivery organization and we do not provide case management so we did not fit that criteria.

Mr. Mikurak said: “We just earmarked a major marketing process and COA is an important part of that process.” He also said the COA costs are outweighed by the publicity, visibility and market presence that can be gained.

Mrs. Edmunds asked about the appeal process if JWB is not accredited.

Ms. Warren explained that if there are gaps they will be transparent and COA will schedule a follow-up site visit before accrediting JWB.

Dr. Grego said: “It is always good to have another set of eyes as part of a good vetting process.” He continued to explain that based on his experience he believes the reviewers will look at JWB’s uniqueness and they will understand the Board and its structure. He said the idea of being evaluated in a particular category becomes less important. He thanked the staff for their hard work.

VI. EXECUTIVE DIRECTOR’S REPORT

Pinellas Community Alliance

Dr. Biddleman reported on the collective impact projects. She explained the Pinellas Community Alliance, which she chairs, was convened by the Department of Children and Families statutory requirements. She outlined the stakeholder and community leaders who are on the Alliance and charged to review the front and back-end of the child protection system and the community that wraps around it. At their next meeting they will be discussing the impact of substance abuse from a prevention, health and education point of view. She added that the meetings are forums and community conversations about the people who deliver services. She said, “We’re starting to look at things in a different way by talking ‘real’ about the work they do.” The group includes members from the State Attorney’s Office, the Sheriff’s Department, Community Based Care - Eckerd and the Pinellas County School Board. She emphasized that everyone is feeling frustrated. The Alliance is outlining the collective impact of what the members are actually doing with all the dollars they received.

Dr. Biddleman said one group is working on a preventable death public awareness education campaign to inform residents about coping with crying, the new terminology for Shaken Baby Syndrome (SBS), co-sleeping between parents and infants, back sleeping for infants and water safety. A second group is focused on reading on grade level by third grade.
Bayfront HERO Foundation

Dr. Biddleman presented information on JWB’s work with the HERO Foundation of Bayfront Health Foundation. JWB is helping the foundation with an environmental scan. They are interested in the Midtown and Lealman area and toured the Lealman area on December 11, 2013. She explained that JWB is facilitating a conversation and will be providing more information to the Board via Dropbox.

VII. INFORMATION ITEMS

Mrs. Edmunds asked if there were any information items the Board wished to pull. None were pulled.

Dr. Sewell commented on the changes in the Media Report. He likes that the report now includes other types of information in addition to newspaper articles.

Mrs. Edmunds indicated there were no public comment cards.

Mr. McCabe asked about the Corrective Action Plans in the monitoring phase.

Mrs. Karen Woods approached the podium and said the Martin Luther King Neighborhood Family Center Corrective Action Plan was complete. Highpoint and Citizens Alliance were still being monitored. She added that the Corrective Action Plans for all three funded agencies were for data quality issues.

Mr. McCabe clarified that there were no corrective actions based on financial concerns.

VIII. OPEN AGENDA

There were no items for discussion.

IX. ADJOURN

Mr. Neri moved for adjournment at 9:44 AM; seconded by Mr. Mikurak. No further discussion; motion carried.

Minutes Submitted by:

Brian Aungst
Board Secretary
01/09/13