

Minutes of the Monthly Meeting of the Charles County Literacy Council
6 September 2016
United Way Conference Room, La Plata, MD

Attending:

Judith Allen-Leventhal	Linda Heimpel	Sonja Scharles
Carrie Dotson	Briyana Hubbard	Deborah Storey
Lisa M. Hackley	Susan Petroff	Edna Troiano

Call to Order: President Carrie Dotson called the meeting to order at 7:05 p.m. Copies of the agenda, Treasurer's report (Statement of Financial Position Year to Date 9/6/16), June meeting minutes, and the October 8, 2016 Tutor Training Workshop Registration Form were distributed. Each person present introduced herself.

Tutor Discussions: Deborah Storey and Briyana Hubbard reported on status and excellent progress of their students.

Minutes of the Previous Month's Meeting: Sonia Scharles moved and Edna Troiana seconded that the minutes of the June 7, 2016 meeting be approved as submitted.

President's Report: Carrie Dotson announced the receipt of the Charles County Commissioners' Grant of \$15,500. She thanked Kathy Joy and Virginia Willett for their work on the grant. She introduced Susan Petroff who will serve as the Outreach Coordinator as described in the grant; she will focus on increasing both funding and the number of volunteer tutors. Susan was welcomed. She distributed her "September 2016-2017 Preliminary Outreach and Development Plan" which outlines the scope of her work for that period. She discussed five main areas of focus for fund development: Corporations, Foundations, Fundraising Events, Individual Giving, and Government Funding. Susan also outlined strategies and tactics of Outreach efforts to increase the number of CCLC tutors. There were comments and discussion. Hosting a Saturday event (possible date of November 5) to provide information about the CCLC, promote the grant efforts, recognize volunteers, and generally celebrate the important work of CCLC was discussed at some length. A variety of venues were discussed and a committee sign up sheet was distributed to begin efforts. Susan Petroff mentioned that she is seeking an intern to help with her efforts. Several people offered to help with specific aspects of the outreach efforts (e.g., Deborah Storey volunteered to help with Chamber(s) of Commerce and churches; Sonia Scharles offered to help with the newsletter; Lisa Hackley offered to talk with Sharone Simmons about Facebook).

Carrie Dotson announced that Vycki Borgnis is stepping down from the Fundraising Committee chairmanship; she will finish her work with the scheduled Green Turtle event and has offered to help with assessments. Edna Troiana expressed her thanks as did all present for Vycki Borgnis's work with fundraising.

Vice President's Report: Lisa Hackley reported for Publicity Chair, Sharone

Simmons who had provided the following update: Workshop fliers have been placed at LaPlata, Potomac, and Waldorf West libraries, LaPlata and Waldorf Panera restaurants as well as posted on Facebook. The library display case schedule has been set for 2017. For 2016, no schedule for September; Oct. at Potomac; Nov. at LaPlata; and Dec. at Potomac. A Spirit Night Fundraiser has been tentatively scheduled for Wednesday October 12, pending council approval.

Treasurer's Report: Treasurer Kathy Joy had prepared the Statement of Financial Position Year to Date 9/6/16 for review. There were no questions or comments.

Program Coordinator's Report: Linda Heimpel reported that the final report for the Community Impact Grant was submitted with Kathy Joy's direction. Purchase of additional materials (e.g., pens, pencils, printed folders for tutors) was possible with remaining grant funds. A check for \$7,100 has been received from United Way for this grant. The Rotary Club of La Plata, the Retired Teachers Association, and the Charles County Department of Health have contacted Linda; Susan will help facilitate Outreach to those groups as appropriate. She described the display board which has been purchased and can be used in various CCLC venues; she asked for volunteer designer help to take advantage of the Board's potential uses. Deborah Storey volunteered to help at the Re-entry Fair at the Detention Center (9/30; 7:30-2:15). Lisa Hackley volunteered to help at Community Resource Day (10/5 from 8 a.m. to 3 p.m.), an event that Linda reported she had been asked to have CCLC participate in. Linda described some difficulties with the current CCLC system of tracking active tutors; discussion followed with several suggestions. Linda Heimpel summarized the status of tutor/students: currently 14 adult learners are awaiting tutor assignment; two applying students are in the assessment process. Linda distributed registration forms for the October 8 tutor training workshop. More flyers are needed. The Charles County "Day of Caring" on September 1 was successful with four volunteers at the CCLC office helping organize records and materials. *The Maryland Independent* reporter visited CCLC during the day. Spring Dell Center volunteer Brandon has been helping correct donation (MCC) number on CCLC brochures.

Chair Reports:

Fundraising: Lisa Hackley mentioned that she will be in contact with Sharone Simmons to work in this area now that Vycki Borgnis is focusing on helping with assessments and tutoring.

Grants: Discussed under the President's Report.

Workshop: Deborah Storey provided update on the October 8 workshop planning. Help is still needed, especially with arranging for refreshments. Linda reported that three people have indicated interest in attending, but there are no registrants at this time.

Other Business:

Susan Petroff is looking for case studies to use in materials to send to corporations as described in her report. The students that Deborah Storey described were

recommended; Edna Troiana recommended CCLC newsletters as sources; and Linda will also provide a recommendation.

The meeting was adjourned at 8:05 p.m. by President Carrie Dotson.
Next regularly schedule meeting is Tuesday, October 4, 2016.

Respectfully submitted,
Judith Allen-Leventhal
Recording Secretary