

**Revenue Diversity Ad Hoc Committee Meeting**

**Thursday, August 24, 2017**

**1:30 p.m.**

**MINUTES**

**MEMBERS PRESENT:** Eric Jackson, Glen Casel, John Gill and Richard Sweat

**MEMBERS ABSENT:** None

**STAFF PRESENT:** Pam Nabors, Leo Alvarez and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<p><b>Welcome</b> Mr. Jackson, Committee Chair, called the meeting to order at 1:33 p.m. and welcomed those in attendance.</p>	
2	<p><b>Roll Call / Establishment of Quorum</b> Ms. Kasal, Executive Coordinator, reported that there was a quorum present.</p>	
3	<p><b>Public Comment</b> None offered.</p>	
5	<p><b>Information/Discussion/Action Item</b></p> <p><u>Background</u> Mr. Alvarez, CSCF Chief Financial Officer, stated that the revenue diversity discussion started over a year ago at the 10/14/15 Board Retreat. At this meeting, it was brought up that seeking alternative sources for funding would be important as federal and state funding would decrease due to improvement with the economy. This past year Ms. Karen Eber Davis, consultant, met with the CSCF leadership team to discuss revenue diversity options. Mr. Mark Brewer also provided information on his experience with revenue diversification.</p> <p><u>Strategy Discussion</u> Mr. Alvarez referred to the revenue diversity memo (attachment) and reviewed the 4 funding source areas to consider and opportunities with each:</p> <p>1) Program Revenue</p> <ul style="list-style-type: none"> <li>o Ticket To Work (CSCF currently receives incentive funds - \$200,000/year and the plan is to further develop this disabilities incentive program to increase funds. These funds are unrestricted).</li> <li>o Other government grants (CSCF is currently active with a few grants; these funds are more restrictive).</li> </ul>	

- 2) Consulting & Marketing Revenue
- 3) Social Enterprise (CSCF has not done this)
- 4) Annual & Capital Campaign (CSCF has not done this)

Mr. Casel and Mr. Gill provided input on how they structured their diverse funding projects in their respective organizations. The Committee further reviewed and discussed revenue diversification options for CSCF, bringing up the following points, questions and areas to further focus:

Know this is a game changer – do it better with own dollars – this is an opportunity to make a larger community impact, without the limitations of government regulations. This could also help to change rules and laws – this can be a leverage point.

Ensures longevity and flexibility how do things  
Reduces political risk. Mr. Jackson noted that this same discussion on unrestricted funds is occurring across the nation.

What is priority? What to solve first? Identify the biggest problem to solve.

What do with our own resources?

What can we do different or better?

Best way to do it?

How do it in a different way to attract different funds for best results.

Research needed. Package it and present it - make more visible to businesses and government.

Youth need work experience that is meaningful, learn soft skills that are transferrable to the business community.

Florida is nationally recognized for its successful work.

Outplacement services for entry, middle and executive management. Do not want companies to leave the area due to needed talent not there. A “magic sauce” taking unemployed/underemployed talent with soft skills and work experience and make them more competitive to the labor market – need to research

	<p>this.</p> <p>Need an analysis tool: 1) do a SWOT analysis and 2) set strategic direction around this.</p> <p>Every financial institution has the requirement to spend money in the community. CSCF can provide the “vehicle” for entities to plug into” – the entity creates an IDA with CSCF. This will also make a difference in the community.</p> <p>Ms. Nabors commented the need to focus on what we do well and build a case of value (cannot be all to all).</p> <p><u>Next Steps</u>                  The Committee concurred on the following:</p> <p>Staff to create a value statement - what the “sell” is to ask to Board to advocate to municipalities.</p> <ol style="list-style-type: none"> <li>1) Youth</li> <li>2) Put all other options on the table</li> </ol> <p><u>Upcoming Meeting Schedule</u>                  The Committee asked Ms. Kasal to send a survey to poll for dates in October for the next meeting.</p>	
	<p><b>Other Business</b>                  Ms. Nabors asked the Committee to provide suggestions for facilitator at the fall Board retreat.</p>	
8	<p><b>Adjournment</b>                  There being no other business, the meeting was adjourned at 2:52 p.m.</p>	

Respectfully submitted,

Kaz Kasal  
 Executive Coordinator