

VAHSA Board of Directors
Virtual Meeting Minutes Approved
Monday, October 25, 2021

All meeting documents may be found [here](#).

Call to Order – Alison Noble, President (12:03pm)

- Welcome new Board Members: NW Director: Ashley Rhodenizer; NW Parent: Kerri Banks; NW Community Rep: Cynthia Hutchinson; SE Director: Katie Quigley; SE Community Rep: Beth Parker; SW Director: Shirley Wells; SW Staff: Chanell Paynter.
- **Present:** Alison Noble, Joe Lacey, Isha Barrie, Jennifer Tonkin, Kathy Channell, Mariela Gonzales, Fay Butcher, Kerri Banks, Cynthia Hutchinson, Katie Quigley, Beth Parker, Kim Austin, Julie Greene, Taundwa Jeffries, Dawn Ault, Melissa Palombi, Angela Barnes, Ramona Fisher, Manon Desrosiers (Manon Marketing). Joined after roll call: Jackie Wake, Shikee Franklin, and Shirley Wells.

Approval of June 2021 Minutes – Motion made by Kathy Channell; Second by Ramona Fisher. Motion carried.

Marketing Plan – Dawn Ault

- What is the “soul of our brand?” What do we want to be known for? With the changes in Early Childhood in Virginia and nationally, the focus and mission of VAHSA needs to be reviewed. Hired Manon Desrosiers to assist with marketing and reviewing the strategic plan for the association. Manon shared she has worked with Head Start agencies for over 10 years helping with marketing, branding, and website updates. Examples of prior program updates and Region 9 updates reviewed. Association generally serves its members (programs).
- Timeframe for marketing plan: Defining the purpose “soul” - 6 weeks. Plan for updates on website and strategic plan occur afterwards.
- Director Survey Results: 89% - Spreads Knowledge; 74% - Advocacy; 63% - Build Community. Survey results were limited and results for Director’s were pulled out. Board Survey Results: almost 70% for both Advocacy and Spreading Knowledge. Future focus on increasing community was 50%.
- Current tag line: “Build on Us”

President’s Report – Alison Noble

- Executive Committee met with Manon Marketing to review surveys and prior Head Start work.
- Smart Beginnings is transitioning to regional hubs in 2022 and by June 2023 the name will change. Currently there are 8 regions.

Past President Report – Shikee Franklin, ECAC Chairperson

- Early Childhood Advisory Committee is starting process of revising the licensing standards.
- ECAC also continues to update PK quality (VQB5).

Head Start State Collaboration Report – Taundwa Jeffries

- Written report provided.
- COVID Vaccine Mandate: Expectation of HS staff to be vaccinated by January 2022. Awaiting official guidance.
- School Closure: Richmond closing the first week of November to support staff mental health. Other programs have had concerns about mental health and staffing.

- Head Start Nutrition Benefit: Agencies have received \$300 benefit cards, which expire in January 2022.
- VDOE Office of Early Childhood new positions: Stabilization Grant Members, Assistant Director of Early Childhood Health and Safety, and Grants Manager.
- VQB-5: New unified quality improvement system, officially operating in practice year 1. Programs are entering documentation into the system. 102 EHS and 248 HS centers participating this year.
- 2020-21 HS Needs Assessment Survey: Programs will receive the survey by December 2021. Turn around is quick, final report information to be available by end of January 2022.

Treasurer's Report – Joe Lacey

- Written financial report provided.
- Total of \$489,651 in assets. YTD revenue = \$86,912 and expenditures = \$29,467. Majority of revenue was membership dues.
- Clarification on some budget items needed, budgeted amount for membership dues did not appear correct.

Executive Director Report - Dawn Ault

- Written report provided.
- State Advocacy Update: advocating to ensure language in VPI budget ensures Head Start slots are filled first. Enforcement has been an issue. Planning meeting with Taundwa and Mark Allen to discuss coordinated enrollment planned.
- Federal Advocacy Updates: NHSA sent an approved letter asking OHS for support and flexibility during the ongoing pandemic.
 - OHS has been asked to suspend enrollment checks until September 2022
 - Suspend in-person monitoring until October 2022
 - Allow programs to shift program options based on parent needs and staff limitations for 2021-22
 - Ability to hire staff who have provisional qualifications
 - Expand HS eligibility to include eligibility for SNAP
 - Ensure regional office is offering the same flexibility
- Federal vaccine mandate for HS: awaiting official regulation and clarification on medical and religious exemptions.
- Strategic Plan/ Video Marketing: Professional marketing video, budget for this?
- Loan Forgiveness application in process. Working with Lane & associates for PPP2 and Q4 2020 and Q1 2021.

Communications & Events Manager Report – Melissa Palombi

- Planning in-person conference in March 2022.
- New program (Hootsuite) that helps plan posts on FB, Twitter, and Instagram. Program also helps track.
- Working with Manon on marketing plan and focusing the posts/website/marketing plan.
- Want to increase program sharing information and updates to help with networking.

Health Advisory Committee Report – Julie Greene

- Written report provided.
- VA 211 shared information, hotlines open 24hours
- OHS Region 3 federal priorities
 - Opioid and substance misuse
 - Enrollment

- School Readiness
- Homelessness
- Head Start Forward (COVID/resilience)
- November 10th next advisory meeting

Committee Work – *green italics denotes outgoing members*

Conference/Scholarship Committee	Finance/Governance Committee
Isha Barrie	Joe Lacey
<i>Mariela Gonzales</i>	Kathy Channell
Jennifer Tonkin	Fay Butcher
Kim Austin	Alison Noble
Julie Greene	Kim Hill
Brandi Miller	*Dawn Ault
Taundwa Jeffries	<i>Shikee Franklin</i>
Melissa Palombi	<i>Joyce Jones</i>
<i>*Jackie Wake</i>	<i>Kacey Dalton</i>
<i>Angela Barnes</i>	Chanell Paynter (new)
<i>Ramona Fisher</i>	
Beth Parker (new)	
Shirley Wells (new)	

Group 1: Finance & Governance Committee – Dawn Ault

- Discussion of Bylaws – Comm. Rep Membership section, bottom p. 5, Sec.2 (g)(ii)
- Budget for Marketing Plan Assistance: \$5,000 and donation

Group 2: Conference & Scholarship Committee – Melissa Palombi

- ZOOM book study (6 weeks) – in progress. Currently have 20 registered. In general participants are not engaged during the session
- Family Service Network – ZOOM meeting. 500 invited and over 100 attended. 40 were on the wait list and could not get into the meeting. ZOOM account was upgraded. Network session will be every 2 weeks.
- Health and Family Institute (March 2022) – In-person session, possible vaccine mandate as part of participation. Possibility of live stream or video of conference. Will review penalty to cancel in-person and do the conference virtually. Proposals: <https://www.headstartva.org/2022-health-institute-call-for-proposals>
- Ideas on other networking groups

Farewell to our outgoing Board Members – We thank you for your dedicated service! Joyce Jones, Angela Barnes, Ramona Fisher, Kacey Dalton, Jackie Wake, and Shikee Franklin

2022 Meetings TBA (January 2022, April 2022, & June 2022) **Adjourn at 3:03pm**

Minutes Approved and Signed on January 20, 2022, at Board Meeting.

Dawn Ault