

**South Carolina Association of Early Care and Education**  
**Board Meeting**  
**Wednesday, November 4, 2015**  
**10:00 am – 12:00 pm**  
**Haynesworth Sinkler and Boyd**  
**22<sup>nd</sup> Floor Conference Room 4**

A meeting of the Board of Directors of the South Carolina Association of Early Care and Education was held on Wednesday, November 4, 2015. Those members present were: Tami Nix, Carolyn Watt, Cindy Walton-McCawley, Nancy Pryor and Ed Brashier. Present from the staff was Lynsey Cichon.

**Call to Order:** President Nix called the meeting to order and stated a quorum was established.

**Approval Minutes of July 2015 Meeting:** There was a motion to accept the July 14, 2015 board meeting minutes as presented. The motion was seconded and passed with no opposition.

**Financial Report:** The financials as of November 2, 2015 were presented and reviewed. The Balance Sheet for September 2015, reports the month end checking account balance of **\$18,445.33**. The current bank account balance as of November 2, 2015 is **\$18,133.62**. There was a review of centers that were paid though 2016 versus centers that did not renew from 2015 and 2014.

**Budget for 2015-2016:** Nix reviewed the 2015-2016 budget line by line. Walton-McCawley highlighted that conference profit is higher than last year and, at the same time, ABC is not contributing for the keynote speaker. Walton-McCawley reported that there will be a new speaker for the Annual Conference than previously reported and the new amount requested for the speaker will be \$2000 for Andrew Agatston; therefore the association saved \$1750, based on what was previously requested of the keynote speaker in the budget. Nix called for a motion to approve budget. Watt looked at profit and asked for highlights on where the increase in budget is. Nix explained that increases are reflected line by line. Nix asked for a motion. The motion was seconded. Walton-McCawley said she does not believe membership will be as high as projected. Nix assured that, with routine maintenance, the budget can work. Nix also supported budget by saying that is her reason for taking the president position is to make association viable and get it on its feet. The motion passed with all in favor the budget with those present being in favor of the budget.

**President's Update:** Nix reported that she feels a lot more confident with the communication of the JEE. Nix distributed a letter from First Steps asking for SCAECE's support. Nix recommended that SCAECE join the initiative so that they can be on the first mail out with First Steps. Nix feels that this is something SCAECE should have their name on. Walton-McCawley stated that she would like more information on the infant and toddler guidelines of First Steps. Watt said she likes what is on this paper but would like to know more about what is attached to First Steps.

**Legislative Report:** Nix reviewed the email from Thordahl going over the compromise between the licensed and unlicensed centers. Walton-McCawley is opposed to any compromise because tax payer dollars pay for other centers. Nix also stated that she does not want a compromise. Walton-McCawley supported why she does not want a compromise by stating that, if something is to happen to a child, in an unlicensed center, the parents will not be able to report the issues to DSS because DSS will not take a complaint from an unlicensed center. Watt is concerned about the compromise because there is a grading system that is attached to the compromise and she concerned about the grading systems. Nix stated she does not see a benefit if there are watered down rules for unlicensed centers. All of those present were not in favor of a compromise.

**Fall Conference Update:** Brashier confirmed that the robo call is going out for the Fall Leadership Conference. Nix confirmed FCI Agency is the keynote sponsor at \$1600, Kaplan is the lunch sponsor at \$300 and Interstate Transportation is the coffee sponsor at \$200. Nix confirmed that from this point forward the conference will be a profit. Nix also stated that there is an event on Facebook for the Fall Leadership Conference. The layout of the conference was discussed and Brashier confirmed that having the vendor tables in the same room as the keynote speaker was distracting and that the vendors should be in the hall of the conference center. Cichon confirmed that she had followed up twice with Zoom Sourcing, to be a sponsor, but did not receive a reply. Nix reviewed the entire attendance list for the Fall Leadership Conference.

**Annual Conference:** Walton-McCawley stated that Anne Pfeiffer has retired and Kelly Pfeiffer is now handling training for CCCC. Walton-McCawley stated that she hopes to have the mock-up of the sessions done by the end of the week and would like the program emailed and also believes it is important to have the program sent out through the regular mail too. Walton-McCawley reviewed the agenda mock up block by block. Walton-McCawley said she does not want registration table near the vendors because of the congestion. Walton-McCawley would like the management company to confirm that the entire center is available for the conference because the program requires the entire venue and also requested wanting a vendor room. Cichon stated that she will speak with Waldrup about the possible layout of vendors. Nix asked about the registration limit of the conference; Walton-McCawley confirmed that there would be no more than 500 allowed to register for the event. Cichon confirmed that an outside A/V company would be used for the conference audio. Walton-McCawley reported that the conference is going to be five hours.

#### **Reports from 5 Focus Areas:**

- **Growing membership by 50%** - no report.
- **Marketing** – Nix is overlooking the Facebook page as a marketing vehicle for the association.
- **Benefits of membership** – Pryor reported that she sees many of the same ideas on the general membership brochure and the brochure developed by Pryor. Pryor asked for the removal of the benefit stating there are discounts with associate member products because that benefit no longer exists. It was also decided that the benefit of group insurance should be removed because that no longer exists either. Walton-McCawley would also like to review rates for SCAECE because she believes they are too high. Nix would like to add testimonials on the area for additional centers and would like testimonials in by November 15. Cichon will send out an email to board members

requesting testimonials from board members. Nix would also like to work on gaining more associate members in order to create more benefits with the association. Nix also requested an insert be added to the brochure to include the associate products available to members.

- **Legislative** – no report.
- **Create Regional Chapters** – Improve educational opportunities – no report.

**Nominating Committee:** A motion was made to make Pryor the SCAECE Historian. The motion was seconded and passed with no opposition.

**Governor's Advisory Report:** Please see attached email provided by Tricia Sheldon for a report.

**Management Report:** Cichon read the following for the membership report provided by Waldrup. The Fall Newsletter is in the development process. The board will be featured, so please provide a headshot to be included. Please provide any content. Cichon told Nix that not many headshots have been received yet but a follow up email will go out Nov 9 to remind the board that headshots are due.

There being no further business the meeting was adjourned.