



Communications Committee Meeting Agenda

Wednesday, February 25, 2026

<https://us06web.zoom.us/j/87330976969>

- I. CALL TO ORDER** **T. Tanno**
 - A. Welcome
 - B. Roll call & Quorum Verification

- II. PUBLIC COMMENT**

- III. ACTION ITEMS (Pgs. 2-5)** **T. Tanno**
 - A. Approval of Minutes for November 12, 2025, Communications Committee Meeting
 - B. Approval of Minutes for October 8, 2025, Communications Committee Meeting

- IV. COMMUNITY IMPACT REPORT** **A. McClendon**
 - A. Storybook Street Recap
 - B. Fundraising and Strategic Partnerships
 - C. Community Outreach

- V. DISCUSSION (Pgs. 6-7)** **T. Tanno**
 - A. Communications Committee Statement of Purpose
 - B. Communications Committee Next Meeting Date

- VI. ANNOUNCEMENTS** **T. Tanno**
 - A. Board of Directors Meeting – March 10, 2026, at 3 pm (Hybrid)

- VII. ADJOURNMENT**



Early Learning Coalition of Sarasota County
Communications Board Committee Minutes
October 8, 2025 @ 3pm
Zoom Meeting

Attendance

Tom Tanno, Board Member Communications Committee Chair
Alison Thomas, Board Member
James Disbro, Board Member
Heather Shehorn, Board Member
Matthew Anderson, Committee Member
Phyllis Lasky, Committee Member
Alison Fraga, ELC Staff
Brigid Kolowith, ELC Staff
Ana McClendon, ELC Staff

1. CALL TO ORDER/ WELCOME

- The meeting was called to order at 3:03pm

2. Discussion

- Staff shared the success of the Lakewood Ranch Business Alliance's annual Alliance Gives Back Volunteer Day of Service. On October 3, 30 volunteers gathered to help the ELC place custom sticker labels on children's books. Nearly 5,000 books completed in 2 hours. Volunteers came from Ian Black Real Estate, Fawley Bryant Architecture, Impact 100 SRQ, Keiser University Sarasota, State College of Florida and Lakewood Ranch Community Foundation. Great connections and conversations were had between ELC spurring future engagement and partnerships. All books will be used for ELC's upcoming Storybook Street event
- Staff provided updates on registration, logistics and planning for the Early Educator Restorative Retreats coming up on November 8 in Sarasota and November 15 in Venice. All speakers are secured: Dr. Nefertiti Poyner from



Devereux Center for Resilient Children; Maria Luera from Atomica Arts; Virginia Bibler from Gulf Coast Music Therapy; Blair Bloomston from Leaders Uplifted!. Staff reiterated that Retreats are free and open to any early educator working in Sarasota County.

- Staff provided committee with updates on Storybook Street, a free literacy infused community event set for February 7, 2026. The venue is secured at SCF Venice. We discussed registration platforms, targeted demographics, logistics, promotional efforts and Board of Directors participation. ELC has 15 confirmed arts partners and hope to add 5 more in coming weeks. Registration link will drop early December
- Staff discussed scheduled segments and topics for ABC7 talk show called Suncoast View
- Staff announced the agency is now using a new email marketing platform designed to enhance communication and engagement among parents, providers, volunteers and beyond. Staff is currently in talks with website vendors to launch a new ELC website.

9. ADJOURNMENT

Meeting adjourned at 3:54pm

Next Communications Board Committee meeting- November 12, 2025



Early Learning Coalition of Sarasota County
Communications Board Committee Agenda
November 12, 2025 @ 3pm
Minutes

Zoom Meeting: <https://us06web.zoom.us/j/84778773547>

MEETING ATTENDANCE

Facilitator: Tom Tanno, Chair

Attendees: Matthew Anderson, Alison Thomas

Absentees: James Disbro, Michelle Kenner, Brittany Lamont, Phyllis Lasky, Heather Shehorn

Staff Attendees: Brigid Kolowith, Ana McClendon, Courtney Owen

I. CALL TO ORDER/ WELCOME/ QUORUM VERIFICATION

- Chair Tanno opened the meeting at 3:09 p.m. for discussion; a quorum was not present.

II. ACTION ITEM

- Approval of the October 8th Communications Committee meeting minutes has been postponed until the next meeting due to lack of quorum.

III. DISCUSSION

- Reviewed the future direction of the Communications Committee, encouraging active engagement from all members.
- Members will take on individual calls-to-action based on their expertise (e.g., A. Thomas visiting pediatric therapy sites).
- The ELC staff liaison shared updates on the Outreach Department's growth, new hires, and ongoing initiatives. The department is expanding to three staff members and is currently hiring a Director of Funding. Constant Contact has been in use for about a month, with open rates averaging 60–65%, though minor firewall issues persist. Efforts continue to cross-promote provider trainings and community offerings in newsletters. Chair Tanno requested that committee members be added to the distribution list.
- The new website, developed by Wingard, will feature a 92-language AI bot and is scheduled to launch before Storybook Street in March. Rebranding efforts, including a new logo, color palette, and softer, child-friendly design with bold messaging, are also underway.
- Chair Tanno suggested distributing business cards and brochures to key partners and creating outreach tools (e.g., QR code cards, rack cards).



IV. ANNOUNCEMENTS/OTHER ITEMS

- The first Restorative Retreat in Sarasota was a success, receiving excellent feedback. The event featured a memorable atmosphere of laughter, tears, dancing, and games—unlike any previous ELC event. Attendees shared heartfelt messages afterward. It was also the first Saturday event held without a stipend or CEUs.
- Lessons learned: Consider a shorter format for future retreats with two speakers, ending before lunch and starting later than 8 a.m. CEUs could be offered in partnership with an approved agency.
- For the upcoming Venice Retreat, two workshops have been switched, the day shortened by 30 minutes, and minor strategic adjustments made. Attendance is expected to be smaller.

V. ADJOURNMENT

The meeting was adjourned at 3:44 p.m.

DRAFT

DISCUSSION ITEM V.A.

ITEM: Communications Committee Statement of Purpose

Overview: The proposed Communications Committee Statement of Purpose is presented for discussion and feedback. Committee input is requested to ensure the purpose accurately reflects expectations and supports ELC staff.

Statement of Purpose: The Communications Committee is responsible for varied outreach and communications activities to targeted audiences such as clients, businesses and community partners. Members work with staff directly on appropriate outreach efforts and events. Provide counsel and support of ELC public relations, marketing and public facing initiatives. Consult staff on activities to maximize promotable opportunities. May also facilitate other activities at the direction of the board. Provide board meeting reports.

DISCUSSION ITEM V.B.

ITEM: Communications Committee Next Meeting Date

Overview: This discussion item proposes the next meeting date for the Communications Committee to convene prior to the Board of Directors meeting in June 2026. Communications Committee meetings will be held virtually at 3:00 p.m., or at a time agreed upon by the Committee.

Proposed Communications Committee Meeting Date:

Wednesday, May 20, 2026