

CHILDREN'S SERVICES COUNCIL OF PALM BEACH COUNTY
February 24, 2022 Council Meeting
2300 High Ridge Road, Boynton Beach FL 33246 and via telephone

MINUTES

Present (in person):

Thomas Bean
Kathleen Kroll
Jose Luis Rodriguez
Tom Weber
Gregg Weiss

Excused: Elisa Cramer; Vincent Goodman; Mike Burke; Debra Robinson, M.D.

1. Call to Order

Chair Bean called the meeting to order at 5:00 pm.

- A. Invocation - Led by Tom Weber
- B. Pledge of Allegiance
- C. Presentations – N/A

2. Minutes

- A. January 27, 2022 Council Meeting

2

A motion by Weber/Kroll to approve the Minutes of the January 27, 2022 Council Meeting as presented was approved by unanimous vote.

3. Public Comment – Agenda Items

- A. In person
- B. Phone

No public comments in person or by telephone.

4. Council Committees:

The Human Resources Committee met today and recommended approval of the following item:

- **Human Resources Committee**
 - The Human Resources Committee had a follow-up virtual meeting on Friday, February 4th and discussed the revised plans for the Summer Internship Program. No action is needed.
 - The Human Resources committee met on January 27, 2022 and recommended approval of the follow item:
 - Annual Performance Review of Chief Executive Officer and accompanying recommendations.

A motion by Weber/Weiss to approve the Annual Performance Review of the Chief Executive Officer and accompanying recommendations as presented was approved by unanimous vote.

- **Finance Committee**

- **The Finance Committee met today and recommended approval of the following items:**

- Items for approval
 - Minutes from the January 27, 2022 Finance Committee Meeting
 - Financial Statements for the period ending January 31, 2022

A motion by Kroll/Weiss to approve the Minutes from the January 27, 2022 Finance Committee Meeting and the Financial Statements for the period ending January 31, 2022 as presented was approved by unanimous vote.

- **Items reviewed by the Committee; no action required:**
 - Monthly Investment Report for the period ended January 31, 2022
 - Budget Assumptions FY 2022-2023

The Finance Committee will meet again on Thursday, March 31, 2022 at 3:45 p.m.

5. Consent Agenda

1. Additions, Deletions, Substitutions – There is a substitution of the Walk-In Warrants List, a copy of which was provided to all Council members
2. Items to be pulled from Consent Agenda – N/A
3. Adoption of Consent Agenda and walk-in Warrants List

A motion by Weiss/Weber to approve the Consent Agenda, including the Warrants List, and the substitution of the walk-in warrants list as presented was approved by unanimous vote.

A. Program – N/A

B. Business

1. Resolution #22-003 Authorizing a Multicultural Community Engagement Campaign 2

Recommendation: I recommend the Council approve Resolution #22-003 authorizing the Chief Executive Officer to enter into any necessary agreements with CRL Media LLC to support CSC's community outreach efforts in an amount not to exceed \$101,000 for the period March 1, 2022 – February 28, 2023 subject to the Council's annual budget and TRIM review processes.

2. Warrants List 4

Recommendation: I recommend the Council approve the Warrants List, in accordance with the established budgets for each of the expensed items, as presented.

C. Proclamations – N/A

6. Non Consent Agenda

- A. Program – N/A
- B. Business – N/A
- C. Proclamations – N/A

7. Walk-In Items – N/A

8. Annual Election of Officer

The chair opened nominations for officer elections

Current Roster:

Chair – Thomas Bean
Vice Chair – Jose Luis Rodriguez
Secretary – Vince Goodman

Lisa Williams-Taylor stated that she spoke with Vince Goodman and even though he is not present today, he is willing to continue with his duties as a Secretary to the Council if Council members agree to do so.

Council member Weber nominated Thomas Bean as Chair, Jose Luis Rodriguez as Vice Chair and Vince Goodman as Secretary

A motion by Weber/Kroll to approved the nominations was approved by unanimous vote.

9. Chief Executive Officer's Report

The CEO reviewed highlights from her report.

The CEO asked the Chief of Communications to speak about the new format of the Communications quarterly report that was provided to all Council members. John Bartosek explained the “mock up” of the new format.

Jose Luis Rodriguez asked if there are any benchmarks on click through rates. We will bring this information to a future meeting.

Judge Kroll asked that we bring back to a future meeting any comments that are posted in our social media pages that are related to the public responding to an issue in the community, such as child care costs, etc. We will bring this information on an annual basis.

Vice Mayor Weiss asked if there is a way to track new visitors vs. repeating visitors. John Bartosek will confirm if we have a way to track these.

Vice Mayor Weiss stated that it would be interesting to see if visitors are actually spending time reading an article and how much time they are spending going through that article. John Bartosek explained that we generally try to keep articles and messages short because of the attention span as it relates to social media. We will come back with more information on this.

Tom Weber asked if we can get demographics and location of the people liking and making comments in our social media pages. John Bartosek stated that there is some ability to do that when we post, we can target geographic areas. It is not always as clear where people are when they are receiving the post, though. Some of the social media platforms have been aggressive in allowing marketing to specific demographics, but this has changed over the last years because of privacy concerns.

Chair Bean asked if we can see the views of EveryParent by website and by app. John Bartosek explained that you can register to an account either by website or through the app and he is not sure if the views that we are presenting today presents the views from the app. We will be looking into that, as well as looking at the difference between Android and Apple.

Vice Mayor Weiss asked if we target awareness and safety relating to railroad crossings. John Bartosek took note of this concern.

10. Legal Reports

Debra Gotlib advised the Council that the Commission on Ethics will be moving to electronic financial disclosure filing. This year those that file Form 6 will file electronically. The Council members that submit Form 1 will still receive and file the form in paper format this year. Next year the Form 1 will be submitted electronically.

11. Public Comment – Non Agenda Items

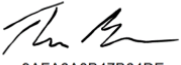
- A. In person
- B. Phone

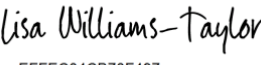
No public comments in person or telephone.

12. Council Comments

13. Adjournment

The Council meeting adjourned at 5:36 pm.

DocuSigned by:

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Thomas Bean, Chair

DocuSigned by:

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Lisa Williams-Taylor, Ph.D., Chief Executive Officer