

Budget and Data Committee

Location: WebEx Address: [Link to Budget and Data WebEx Meeting](#)
 Call in number: 415-655-0003
 Date: Friday, 10/30/2020
 Time: 10:00 A.M. CDT

TCCY Staff			Absent		Commission Members	Absent
1	Executive Director	Richard Kennedy		1	Allan Sterbinsky, Chair	
2	Deputy Executive Director	Craig Hargrow		2	Brenda Davis	
3		Steve Petty		3	Sharon Green	
4		Bill Latimer		4	Petrina Jones-Jesz	
5		Sujit Das		5	Rob Philyaw	
6		Kylie Burns		6	Altha Stewart	
7		Jonquil Newland		7	Ashley Dunkin	
8		Sherry Isom		8		
9		Rose Naccarato		9		
10		Lea Brandon		10		

1. Call to Order – Sharon Green

Green called the meeting to order at 10:13 a.m. stepping in for Allan Sterbinsky who was having technical difficulties.

2. Approval of August 2020 Budget and Data Minutes (ACTION)

Green asked for a motion to approve the Budget and Data minutes from the August Commission Meeting.

Green asked for motion to approve. Dunkin moved to approve. Sterbinsky seconded. Unanimously Approved.

3. Staff Updates

Budget Overview – Richard Kennedy

Kennedy updated attendees on the twelve percent budget reduction discussed in the August meeting. Per Sherry Isom, F&A (Finance and Administration) will be recommending the Governor cut the unobligated CASA (Court Appointed Special Advocate) dollars that were put up for consideration by TCCY.

Kennedy stated an additional two percent reduction was requested from the annual budget that couldn't include anything considered in the twelve percent reduction plan. Kennedy, Isom, and Craig Hargrow feel operational cost reductions will cover the two percent.

Three improvement requests were added by TCCY to the annual budget:

- 1) Funds in order to join a consortium of other state agencies that are working to create an online grants management system (This was initially approved in the previous budget but removed due to COVID)
- 2) Contract manager position
- 3) Three additional positions: 1 full time staff person in each of the state's grand regions to handle facilitating, developing and strategic planning in the community

Kennedy praised Isom for helping him and Hargrow with year-end closing, budget issues and contracts. Green also praised Isom for her assistance with fiscal matters.

Altha Stewart asked Kennedy if he truly felt comfortable that the proposed reductions for funds that aren't being spent would be accepted. Kennedy said Isom's conversations with F&A have made him feel more comfortable that they wouldn't ask for additional reductions. Stewart went on to thank Kennedy and his team for their hard work and flexibility during these uncertain times.

Brenda Davis asked if the budget hearings would be virtual or in person. Kennedy deferred to Steve Petty. Petty said there is currently no activity happening at the Legislature other than planning. Kennedy confirmed that the Cabinet-level budget hearings with the Governor are currently in person and there will not be an in-person day on the hill this year.

Budget Updates – Sherry Isom

Isom thanked everyone for their praise and expressed appreciation for the staff's patience.

Budget Updates

Isom updated everyone regarding the fiscal year end closing. Ninety percent of state appropriations were spent. The ten percent left over (around \$310,00) will revert to the general fund except for the Annie Casey reserve funds (\$117,000). Unobligated CASA dollars (\$88,000) are also part of that reversion.

Davis asked if the unobligated CASA dollars were part of the \$310,000 left over. Isom confirmed that they were.

Isom updated everyone on the budget status as of Sept. 30, 2020. Twenty five percent of the budget is expected to be spent in the 1st quarter. There is \$122,000 in uncollected revenue from inter-departmental funds as well.

Grant Updates

Isom reported the FFG (Federal Formula Grant) 2017 award ended Sept. 30, 2020. Isom will be meeting with Centralized Accounting (CA) in November about moving funds around so no money is sent back to the federal government (there is not much being spent in the Reimbursement Account). CA has provided a user-friendly grant report. Isom is waiting on a revised report that reflects budget changes.

Contract Updates

Isom updated attendees on the contracts that were discussed in the August meeting. 30 programs are being funded by CASA dollars in 55 counties. 11 grantees have been sent the FFG contracts for this new year. All FFG contracts have been received back and executed copies have been distributed (except Williamson County which is still being looked over).

Isom reported the KidCentral contract had to be revised and they are waiting on the Dept. of Education to sign it. Kennedy explained the 2-year contract was sent out in April. DCS (Dept. of Children's Services) notified TCCY within the past month that they would only sign a 1-year contract due to budget uncertainty, so the contract

MINUTES

had to be revised. Kennedy stated that next May they would get all parties together in one place at one time to sign the contracts to avoid future delays.

Green asked for motion to approve the budget updates. Philyaw moved to approve. Sterbinsky seconded. Unanimously Approved.

Kids Count-Rose Naccarato

Naccarato reported they are working on an electronic TN companion book related to COVID (to be released in December) to go along with the National Kids Count book. New county profiles will be part of the COVID report in the companion book. Kylie Burns redesigned the front page and updated the color scheme to match the new TCCY logo. They will also be releasing a policy and issue guide next summer as part of this fiscal year's budget. Online learning communities have been set up this fall. Burns participated in one related to fundraising and networking. Sujit Das, Naccarato, and Burns will be participating in an upcoming one on data.

Stewart asked Naccarato what the COVID indicators in the companion book would look like regarding its impact on children. Naccarato stated they are still in the middle of the data. They have been analyzing data the Annie Casey Foundation has been tracking using census pulse surveys.

Resource Mapping-Rose Naccarato

Naccarato wanted to find out how children's programs were affected in the last quarter of the last fiscal year. STS was not able to get a page for 4th quarter only reporting set up in time. Naccarato will instead do a separate survey questionnaire to get this data.

KidCentral TN-Jonquil Newland

Newland updated attendees on the last 3 months-July, August, and September. Google ads resumed Sept. 23rd after being down for 4 months. Unique visitors increased in September after dipping in July and August. *Physical Development for Ages 6-7* continues to be a top performing article. Social media numbers are steadily increasing mostly due to COVID information. There are 15,008 email subscribers and averaging 65 new subscribers a month.

MINUTES

Green expressed thanks to Newland for being able to average 65 new subscribers a month. Newland stated that the number has been steady.

Web Stats-Sujit Das

Das reported on TCCY website statistics for July-September. Page views have decreased since June. Das states there is an issue with COVID links redirecting visitors to other department pages. This problem is being fixed. Another issue is that when a link goes to PAGE NOT FOUND Das is not able to identify that area. Kids Count got the most page views in July and August. COVID-19 got the most page views in September.

The Advocate-Kylie Burns

Burns reported that the Advocate started going out via Mail Chimp in September. There are currently 901 subscribers. Juvenile Justice received the majority of clicks (34%).

Media Report-Kylie Burns

Burns reported four media articles were done from July-September. 133 tweets were sent out on Twitter and 19 followers were gained. There are 407 followers on Instagram-27 were gained. The top tweet and Instagram post was about resilience. Twelve new videos were uploaded to YouTube, and 703 views were gained. The most viewed video was of the new logo debut. The most-viewed training video was Pastor Palmer. Total Facebook post reach was 27,575. Reach, engagement, and likes have increased in the past 28 days. BSBTN (Building Strong Brains) Campaign posts can't be tracked but an image search will show how many times they've been shared.

Stewart and Green commented on how nice the social media images were. Burns agreed to share the images so the commission members could utilize them. Naccarato praised the work that Burns has done since starting in her position especially working from home. Kennedy also praised Burns' work and how important it is.

MINUTES

4. Motion To Adjourn

Green asked for motion to adjourn. Stewart moved to adjourn. Philyaw seconded. Unanimously Approved.

Prepared by: Lea Brandon