



**Program Services and Childhood Health
Committee Meeting Transcript**

January 9, 2020

1 THE CHILDREN'S TRUST PROGRAM SERVICES
2 AND CHILDHOOD HEALTH COMMITTEE MEETING
3

4 The Children's Trust Program Services and
5 Childhood Health Committee Meeting was held on
6 January 9, 2020, commencing at 3:00 p.m., at 3150
7 Southwest 3rd Avenue, United Way, Ryder Conference
8 Room, Miami, Florida 33129. The meeting was called
9 to order by Pamela Hollingsworth, Chair.

10
11 COMMITTEE MEMBERS:

12 Pamela Hollingsworth, Chair

13 Karen Weller, Vice-Chair

14 Dr. Daniel Bagner

15 Constance Collins

16 Mary Donworth

17 Pastor Richard Dunn II

18 Lourdes P. Gimenez

19 Nicole Gomez

20 Dr. Monique Jimenez-Herrera

21 Tiombe-Bisa Kendrick-Dunn

22 Frank Manning

23 Shanika Graves

24 Leigh Kobrinski

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STAFF:
Donovan Lee-Sin
Garnet Esters
Juliette Fabien
Lisanne Gage
Lori Hanson
Maria-Paula Garcia
Rachel Spector
Sheryl Borg
Tatiana Canelas
Ximena Nunez

GUESTS:
Stephen Keppal
Amy Pont
Deborah Nunez

1 PROCEEDINGS

2 (Recording of the meeting began at 3:04 p.m.)

3 MS. HOLLINGSWORTH: Good afternoon and Happy New
4 Year. I'd like to welcome all of you to the Program
5 Services Childhood Health Committee Meeting. Today is
6 Thursday, January 9. Before we get going, I want to
7 share that we have a visiting, I guess is the best
8 word to say, court reporter with us today. Say hello
9 to Miriam. And to make things easier for her, please
10 speak up as you're seconding motions and so forth.
11 And please be sure to state your name clearly so that
12 she can get everything that she needs for the record.

13 Miriam, do we have any public comments? Okay.

14 So let's move on to the approval of the November
15 7, 2019 Program Services and Childhood Health
16 Committee Minutes Summary. I'm sure you all had a
17 chance to review.

18 May I have a motion, please?

19 MS. DONWORTH: So moved, Donworth.

20 MS. HOLLINGSWORTH: And a second?

21 MR. BAGNER: Second.

22 MS. HOLLINGSWORTH: All those in favor?

23 (WHEREUPON, the committee members all responded
24 with "aye.")

25 MS. HOLLINGSWORTH: Opposed?

1 The minutes are approved.

2 We are going to move onto resolutions. And the
3 first resolutions that are before you today are in
4 support of the small community-based organization
5 initiative. And you will recall that we are entering
6 the second year of this two year initiative which
7 supports capacity building efforts for small community
8 based organizations. And these were selected through
9 an open solicitation.

10 There are 18 organizations that were chosen for
11 participation and funding and you'll be reviewing
12 those today. The executive directors of these
13 organizations have been actively participating in
14 local workshops and in community networking events and
15 they have also completed a self-assessment of needs in
16 creating capacity building growth plans. They're
17 working on this very aggressively. Most have engaged
18 in coaching opportunities and many have increased
19 their funding resources as well as improving
20 administration of their organizations as part of the
21 participation in this effort.

22 Catalyst Miami is the lead partner in supporting
23 these capacity-building efforts. Florida CBOs has
24 been with the Trust in that capacity since the initial
25 cohort in 2016. You know Catalyst Miami brings

1 connections in the community to facilitate workshops
2 and networks and share with the small CBOs.

3 So let's move on to Resolution 2020-A:
4 Authorization to negotiate and execute a contract with
5 the Early Learning Coalition of Miami-Dade/Monroe
6 (ELC) for match funding for the state of Florida Child
7 Care Executive Partnership (CCEP) grant, in a total
8 amount not to exceed \$1,230,000.00 for a term of 12
9 months, commencing July 1, 2020, and ending June 30,
10 2021.

11 May I have a motion, please?

12 MR. DUNN: So moved, Dunn.

13 MS. HOLLINGSWORTH: And a second?

14 MS. WELLER: Second, Weller,

15 MS. HOLLINGSWORTH: Are there any recusals?

16 (NO VERBAL RESPONSE)

17 MS. HOLLINGSWORTH: And as we move into
18 discussion, any comments or observations?

19 MR. BAGNER: A comment. This is the second time,
20 as Kevin said, that we're funding these types of small
21 CBOs. I think this is a really good idea because this
22 is a way that we can get into the highest risk
23 community by helping to develop capacity for these
24 really small organizations that need help to then get
25 the larger grants to be able to provide services. So

1 I applaud our efforts in continuing to do this. I
2 support this.

3 MS. GIMENEZ: Lourdes Gimenez. I'd just like to
4 add the follow-up coaching is very important. Its
5 seen in here. You can do all the workshops you want,
6 but if you don't follow up and make sure the
7 implementation that we learned in the workshop is
8 happening, then you really are wasting your money with
9 the workshop piece. So I really commend them for
10 having that follow up with monitoring and coaching.

11 MS. HOLLINGSWORTH: Thank you.

12 Reverend?

13 MR. DUNN: I particularly like the word small
14 sometimes because it is a biblical phrase that says,
15 "Despise not the small beginnings." And everything
16 large at one point was small. So this gives them an
17 opportunity to participate.

18 MS. HOLLINGSWORTH: Thank you.

19 And you'll also note that the responses to the
20 summaries and the surveys that's inside your packet
21 shows some pretty impressive high degree of
22 satisfaction and some pretty successful results.

23 All those in favor?

24 (WHEREUPON, the committee members all responded
25 with "aye.")

1 MS. HOLLINGSWORTH: Are there any opposed?

2 (NO VERBAL RESPONSE)

3 MS. HOLLINGSWORTH: The resolution carries.

4 Resolution 2020-B: Authorization to negotiate
5 and execute contracts with the Early Learning
6 Coalition of Miami-Dade/Monroe and the United Way of
7 Miami-Dade for match funding for the federal Early
8 Head Start- Child Care Partnership (EHS-CCP) grant, in
9 a total amount not to exceed \$1,000,000.00 for a term
10 of 12 months, commencing August 1, 2020, and ending
11 July 31, 2021.

12 May I have a motion, please?

13 MS. GIMENEZ: So moved, Gimenez.

14 MR. DUNN: Second, Dunn.

15 MS. HOLLINGSWORTH: Thank you.

16 Are there any recusals?

17 (NO VERBAL RESPONSE)

18 MS. HOLLINGSWORTH: As we move into discussion,
19 I'll remind you that the 18 CBOs are receiving
20 coaching and training and attending workshops in a
21 broad variety of areas. And you will also note that
22 the funding for the CBOs vary based on their total
23 funding, their total budget, operating budget anywhere
24 between \$20K to \$50K.

25 Further discussion, observations?

1 (NO VERBAL RESPONSE)

2 MS. HOLLINGSWORTH: Hearing none, all those in
3 favor?

4 (WHEREUPON, the committee members all responded
5 with "aye.")

6 MS. HOLLINGSWORTH: Are there any opposed?

7 (NO VERBAL RESPONSE)

8 MS. HOLLINGSWORTH: The resolution carries.

9 The next three resolutions are all reflective of
10 funder collaborations. The first is Resolution 2020-
11 C: Authorization to negotiate and execute a contract
12 with the United Way of Miami-Dade for match funding
13 for the federal Early Head Start-Child Care
14 Partnership (EHS-CCP) grant, in a total amount not to
15 exceed \$420,000.00 for a term of 12 months, commencing
16 August 1, 2020, and ending July 31, 2021.

17 May I have a motion, please?

18 MR. BAGNER: So moved, Bagner.

19 MS. HOLLINGSWORTH: And a second?

20 MS. GIMENEZ: Second, Gimenez.

21 MS. HOLLINGSWORTH: Any recusals?

22 (NO VERBAL RESPONSE)

23 MS. HOLLINGSWORTH: And as we move into
24 discussion, I'll add that this is a funding
25 collaboration with seven diverse community partners.

1 And for every dollar invested by the Trust, \$5.90 is
2 invested by the partners collectively. And you'll see
3 a funding profile in your packet. And this is a
4 community-wide effort so do take note of the map that
5 is also in your packet.

6 Inside of this resolution, with the existing
7 work, we're seeing very impressive outcomes in the
8 area of health relating to BMI in aerobic capacity as
9 well as very important youth development outcomes
10 relating to self-esteem and better peer relationships.

11 Discussion, observations from the Committee?

12 MR. BAGNER: So, I actually, as you all know, I
13 love seeing these data. And these are really exciting
14 data. I asked Lori for follow-up data because it was
15 classified as improved or maintained. Their BMI. And
16 what's really compelling is that close to half of the
17 kids improved their BMI and about three quarters of
18 kids improved their aerobic capacity. That's huge.
19 So I really commend the effort. One of the data
20 points that I was interested in hearing a little bit
21 more about is, I don't know if it was on here or the
22 follow-up data I received, but most of the
23 participants were boys. And so I was wondering if
24 there were efforts to increase and recruit more girls
25 into this. I don't know if someone from the agency is

1 here.

2 MS. HOLLINGSWORTH: Donovan?

3 MR. LEE-SIN: Donovan Lee-Sin for The Children's
4 Trust. There's been significant effort to try and
5 recruit more girls. We noticed that as well and so
6 has the program operators. The strategy has been if
7 we place most of these programs in places and areas
8 where we don't already have a footprint of the
9 programming available. Some of the programs you'll
10 see we get the highest participation from are optimist
11 clubs who've opted to offer soccer across both their
12 football players as well as their cheerleaders, et
13 cetera. And they are making conservative efforts in
14 those communities to get more girls out. So there is
15 a strong push for them to get more girls out. They'd
16 like to see it at a level where its 60/40, the 60
17 being girls and 40 boys. They've tried a similar push
18 for a strategy to engage additional girls in other
19 communities and it's gotten to 60/40 the other way, so
20 they're still trying to push those numbers.

21 MS. HOLLINGSWORTH: Thank you.

22 Other comments, questions?

23 MS. GIMENEZ: I think health outcomes are great,
24 but even more importantly development outcomes for the
25 youth nowadays that they're always on their computers

1 or the iPads or the phones, cellphones and not
2 speaking to each other and relating to each other on
3 interpersonal skills. I think you learn so much in
4 sports, teamwork, it's not just about you, it's about
5 working together. And at any job that you're in
6 unless you're in isolation, you're not going to be
7 working on your own, you're going to be working with
8 people. And it's important that our students are
9 learning how to speak with each other when they're
10 always texting and they're not speaking with each
11 other and how to solve a problem conflict with a
12 solution. All that comes playing sports because they
13 come up naturally when you're playing and that's where
14 you can make the opportunity of a teachable moment and
15 have the students, while they're having fun, and
16 sometimes things happen, they can learn there what
17 they don't learn because they're too much involved
18 with the technology, which can take a lot of their
19 time up.

20 MS. HOLLINGSWORTH: Thank you, Lourdes.

21 Yes, Pastor?

22 MR. DUNN: I also noticed that the timing is
23 perfect in light of the fact that professional soccer
24 is coming to Miami in a very real way real soon. And
25 I had some concerns earlier, but I saw where some of

1 the contributors contributions were coming from the
2 City of Miami through Commissioner Keon Hardemon's
3 District 5 Office, which covers a great portion of
4 Little Haiti. And that was my concern, about our
5 Haitian Americans because I know soccer is the sport
6 choice for many of our Haitian Americans. And I also
7 see in the city of North Miami where councilman Alix
8 Desulme, he's also been a contributor, so I know that
9 they were driven by the fact that that is the sport of
10 choice for many of the younger people and older people
11 in their district. So that kind of answers my
12 question, it was kind of self-explanatory.

13 MS. HOLLINGSWORTH: Okay, thank you.

14 Further discussion?

15 (NO VERBAL RESPONSE)

16 MS. HOLLINGSWORTH: All those in favor?

17 (WHEREUPON, the committee members all responded
18 with "aye.")

19 MS. HOLLINGSWORTH: Are there any opposed?

20 (NO VERBAL RESPONSE)

21 MS. HOLLINGSWORTH: The resolution carries.

22 This resolution is previously a deferred item
23 that we're bringing back to the Committee.

24 Resolution 2020-D: Retroactive authorization to
25 execute a contract with Miami Children's Initiative,

1 Inc., for the MCI Infrastructure Supports program, in
2 a total amount not to exceed \$176,250.00, for a term
3 of nine months, commencing January 1, 2020, and ending
4 September 30, 2020; and request a waiver of the
5 Procurement Policy.

6 May I have a motion, please?

7 MS. DONWORTH: So moved, Donworth.

8 MS. HOLLINGSWORTH: And a second?

9 MS. WELLER: Second, Weller.

10 MS. HOLLINGSWORTH: Are there any recusals?

11 (NO VERBAL RESPONSE)

12 MS. HOLLINGSWORTH: And as we move into
13 discussion, I'll again say that this is a previously
14 deferred item and fifth year of funding for
15 Infrastructure Supports. MCI, as you know, is based
16 on and utilizes the concept of the framework of the
17 Harlem Children Zone, and I also add that MCI
18 continues to make great progress in the area of
19 leadership and leadership is now firmly stabilized
20 inside of the organization.

21 Further discussion from the Committee, comments?

22 MS. KENDRICK-DUNN: I have a question. As I was
23 reading this item, they had, I think it says three
24 CEOs in three years or something. And then we're
25 looking at infrastructure funding, but do we know why

1 there's been three CEOs? I mean, there's something
2 going on with organizational structure, I guess. I
3 don't know. But I'm just wondering because that's a
4 little concerning. It just tells me something is
5 going on and I don't know what it is.

6 MS. HOLLINGSWORTH: Stephanie?

7 MS. SYLVESTRE: Normally three CEOs would be a
8 concerning thing, but they had a CEO and the CEO left.
9 And they had an interim while they were searching for
10 an appropriate CEO. And then they found an
11 appropriate CEO. And so that's why there's three.
12 Not because they had a CEO and then another CEO left
13 and another CEO. It was just because they had an
14 interim.

15 MS. HOLLINGSWORTH: Thank you.

16 Further discussion?

17 (NO VERBAL RESPONSE)

18 MS. HOLLINGSWORTH: All those in favor?

19 (WHEREUPON, the committee members all responded
20 with "aye.")

21 MS. HOLLINGSWORTH: Are there any opposed?

22 (NO VERBAL RESPONSE)

23 MS. HOLLINGSWORTH: The resolution carries.

24 As we move into Resolution 2020-E, I'm going to
25 punt to Jim for a presentation.

1 MR. HAJ: Madam Chair, thank you.

2 We have a unique opportunity, Univision. And I
3 think its pretty exciting. We're doing a
4 presentation. We're going to have Lori tag team on
5 this, so if I can have Lori start off please.

6 MS. HANSON: I'm Lori Hanson. Yes, as Jim said,
7 this is a really unique opportunity. It's also a
8 funder collaboration. But it's a new way of really
9 thinking about scaling The Children's Trust impact in
10 support of the mission that we have around improving
11 lives of children. Using communication channels not
12 only for letting people know about programming and
13 resources, which is really important, but also to use
14 those channels for social change. To level
15 storytelling, to demonstrate how some of these early
16 childhood interactions and practices that we kind of
17 instruct parents they should be using, but really to
18 show them in storytelling how that can happen and how
19 that could improve the lives of children.

20 And just to also kick off, I'll say, because I
21 got a question from a couple of people, what of this
22 listing of things that you see in the resolution would
23 be happening with or without our funding, right.
24 Because it's really a hybrid combination in the
25 resolution, which I think is also really nice leverage

1 for us. In some ways we're a mass on top of a big
2 elephant. It's a national work that's going on with
3 expertise, that has history behind it, around
4 production and media entertainment and integrating
5 these kind of social messages. And that's going to
6 happen with or without us. What can be stronger with
7 us is that maybe the next series can have, gets to
8 have more episodes in it than what they could do
9 without us.

10 So we're sort of adding to a really strong
11 national thing that exists already in this
12 partnership. But then you'll see a number of
13 components also are very localized activities that
14 would not be happening. The connection of this
15 national messaging to our local resources and our
16 local programming is really a big piece of what we're
17 getting that would not be happening, not without this
18 type of partnership.

19 We should note that the primary two partners are
20 the Clinton Foundations Too Small To Fail initiative,
21 which I actually think as far back as our prior board
22 chair, that's where we kind of became aware of that
23 national initiative, the Too Small To Fail initiative,
24 and the Univision Corporation, which has a really
25 strong social impact division, given their market that

1 they work to entertain.

2 So I've mentioned the history there. So you can
3 see from the numbers that this is more than a \$1
4 million dollar initiative project going forward. Our
5 portion really makes up about 17 percent, so less than
6 20 percent of the total leveraging about \$4.78 for
7 every \$1 we put in.

8 MS. NUNEZ: Good afternoon, Ximena Nunez with The
9 Children's Trust. So, back in the late 2018, at The
10 Children's Trust, we did a study that was designed to
11 measure the impact of the marketing and advertising
12 that we were doing. It was to measure the marketing
13 and advertising efforts in households that had one or
14 more children in the household. One of the very
15 interesting findings is that most of our target
16 audience was Hispanic population, it was 65 percent.
17 But at the same time, they're the ones who know the
18 least about The Children's Trust. So this is
19 important background information regarding this
20 initiative.

21 The Pequeños y Valiosos campaign has six
22 components. The first component is [foreign], which
23 is a third season of a [foreign] telenovela. All
24 founders, we sit in a table with the writers to raise
25 key messages that we want to deliver through the

1 telenovela. And these messages regarding early
2 childhood and parenting, they're built into the
3 storyline of the telenovela. At the end of each
4 episode, we will have [inaudible] that are tailor-made
5 for the Miami-Dade County residents. With [foreign]
6 telenovela, also we're going to have a special
7 screening event, that is the local event activations.
8 They're going to take place at some of our provider
9 sites. We'll be able to have represents at this
10 event, as well as be able to distribute materials
11 regarding our programs and our initiatives. And also
12 we'll have presence at the Univision's Education and
13 Health Fair in 2020.

14 Another big component of the Pequeños y Valiosos
15 campaign is Pequeños Gigantes, which is a reality
16 talent children's show. And during this show the host
17 interviews the children and the parents and they ask
18 about how is the parenting daily routines. During
19 different points of this show, the host delivers key
20 messages regarding parenting and see and read and play
21 and learn. And also it directs the audience to
22 register for the text message campaign.

23 The text message campaign, it's important to
24 mention that Univision operates the largest Spanish
25 text message service for parents with children in the

1 United States. It currently has over 100,000
2 subscribers. And part of these components would be
3 that Miami-Dade County subscribers with the area codes
4 305 and 786 will be receiving two text messages every
5 month with the parenting tips. So, for example, it
6 will be teaching the parents when they go to Publix,
7 you know, it's not just sitting the child on the cart
8 and just go and do shopping but counting with the
9 apples and it's kind of like giving them some
10 interacting tips.

11 The other two components are Despierta America
12 and Univision 23 local news. With Despierta America,
13 we're going to have The Children's Trust staff
14 programs, or some of our providers will be featured in
15 two of the Despierta America segments during 2020.
16 And with Univision 23 local news, also The Children's
17 Trust will participate in four segments during the
18 local news segments to talk about issues related to
19 childhood issues in Miami-Dade County.

20 So, why leveraging storytelling for impact?
21 Telenovela is a huge part of the Hispanic culture. I
22 know that because I'm Colombian and I grew up with
23 telenovela's my entire life with my mom and my
24 grandmother. It is a big component of who Hispanic
25 people are. And on the other hand we have something

1 that is relatively new, that is called content
2 marketing. Content marketing is a new way to do
3 marketing. It's basically to create content that is
4 relevant to the people, but that is delivered in a
5 nontraditional way. So when a mom is at the house, no
6 children, they're in school, it's like a me-time, and
7 she turns on the TV and she's able to have some me-
8 time and a telenovela, but this telenovela through the
9 storyline is giving her advice on parenting, how to
10 deal with issues. It's a moment where the audience is
11 being able to observe all this information without
12 being not as direct as a TV commercial can be already.

13 So with this storytelling for impacting 2017,
14 Univision and Too Small To Fail did a partner strategy
15 to integrate messages, early brain and language
16 development in their entertainment programming. So
17 the result was [foreign]. It's a regional television
18 mini-series entirely around local development. The
19 ratings that they had back in 2017, they were really
20 good. It was an average of 2.3 million viewers
21 reached in average per episode.

22 MS. HANSON: So, as part of that first season of
23 the show, they conducted some research that was pretty
24 powerful. So they had also, as part of their prior
25 campaigns, done more traditional public service

1 announcements or PSAs. So these are more, for lack of
2 a better word, didactic, you know, read to your child,
3 you know, whatever. And they compared sort of the
4 impact of those types of exposures and messaging to
5 the embedded storytelling approach. And they really
6 found that the latter was much more powerful in
7 showing parents acceptance of the messages and
8 resonating and really in knowledge gain and behavior
9 change.

10 So we think that it's a really powerful tool. I
11 won't read it to you, but I think that the PowerPoint
12 is on your iPads if you want to read the details. And
13 in the resolution there are some of the details of
14 that research from the first season.

15 MS. NUNEZ: So after the success of the first
16 season of [foreign], Univision joined forces with Too
17 Small To Fail, Literacy Partners, and the Vessels
18 Foundation to fund and produce a second season, that
19 it was a five episode season. It incorporated
20 messages regarding development, brain development and
21 parenting messages. These five episodes aired early
22 last year 2019 in January. And combined, they reached
23 around 3.4 million viewers during that time.

24 So, as I mentioned in one of the components is
25 the be able to have audience like the screenings. So

1 we want to share with you a video. These are the
2 videos of all the screenings that take place during
3 the viewing. So, basically I was, actually, by
4 coincidence, in early January last year, I was able to
5 attend to one. Nothing of this was in the works, it
6 was a coincidence. And it was interesting to see, to
7 be able to watch the telenovela during the TV
8 commercial break. That was an interaction with the
9 parents, what do you think, what do you feel. And it
10 was really, really interesting. So that's the video
11 we want to show to you.

12 [Video played.]

13 MS. NUNEZ: As you can see, this is very
14 innovative. We are very excited about this
15 initiative. It's a different way to be able to reach
16 and help our community. We are very excited about
17 this opportunity with Univision and Too Small To Fail.
18 We appreciate very much to support the solution.

19 MS. HOLLINGSWORTH: Thank you Lori and Ximena for
20 that great presentation.

21 And at this time, I'd like to recognize Stephen
22 Keppel, the Vice President of Social Impact and
23 Executive Director of Univision Communications.

24 Mr. Keppel, would you like to say a few words?

25 MR. KEPPEL: Sure. Its great to be here and --

1 MS. HOLLINGSWORTH: Step up to the podium and
2 state your name, please.

3 MR. KEPPEL: Sure.

4 MS. HOLLINGSWORTH: Sorry to put you on the spot.

5 MR. KEPPEL: No, no problem.

6 Yes, Stephen Keppel, Vice President of Social
7 Impact at Univision. We're really excited about this
8 potential partnership. It brings a few things that we
9 wouldn't be able to do on our own. One is the
10 expertise. Everything from the statistics and science
11 that The Children's Trust brings to the actual,
12 potential storylines for the show. And then I think
13 the second is having a really strong local component
14 in Miami. We'll be able to do workshops here in
15 Miami-Dade County and reach out to a number of our
16 text message subscribers, its thousands that are here
17 in the county, and provide them directly with
18 information about Children's Trust services and events
19 and all that sort of thing.

20 So we're really excited about that. And I think
21 for us, as a company, this type of project is really
22 important. It's definitely been new over the last few
23 years. It takes a lot of people and resources to make
24 it happen. So again, we're just really happy for the
25 potential partnership and support of The Children's

1 Trust.

2 MS. HOLLINGSWORTH: Thank you very much.

3 Moving onto the resolution. Resolution 2020-E:
4 Authorization to negotiate and retroactively execute a
5 funder collaboration contract with Univision
6 Communications, Inc., for the 2020 Univision "Peque os
7 y Valiosos" (young and valuable) campaign of early
8 childhood and education-related programming, in a
9 total amount not to exceed \$200,000.00, for a term of
10 12 months, commencing January 1, 2020, and ending
11 December 31, 2020.

12 May I have a motion, please?

13 MS. GIMENEZ: So moved.

14 MR. DUNN: Second.

15 MS. HOLLINGSWORTH: Are there any recusals?

16 (NO VERBAL RESPONSE)

17 MS. HOLLINGSWORTH: Discussion, comments?

18 MS. KENDRICK-DUNN: As far as the shows that are
19 produced, is there going to be consultation, if
20 they're going to produce shows in Miami with
21 individuals from different ethnic backgrounds? I'm
22 just wondering, like, creating the story, this is
23 great, I'm just always concerned about the cultural
24 piece, making sure it's appropriate and the people
25 that are targeted have a voice.

1 MS. HOLLINGSWORTH: Thank you, Tiombe.

2 Lourdes?

3 MS. GIMENEZ: My comment was in reading the
4 slides that we had here, it's interesting the drama
5 piece was the one that was most impacting. I think
6 that will be a great thing, especially our newly
7 arrivals from other countries that don't know the
8 services that we have, not only with The Children's
9 Trust, but in the community itself. And also role
10 modeling, seeing how a parent interacts with a child
11 as the positive way of interacting with a child who
12 misbehaves or a child who did well as opposed to the
13 other way. I think parents need to see that. The
14 role modeling is extremely important. A lot of the
15 parents that are viewing this, don't even have their
16 own parents with them. Grandparents can also help in
17 role modeling for children. So it's really upon them.
18 So I think that's a great piece to have and I think
19 it's wonderful. I really like the presentations that
20 were made.

21 The piece about Despierta America, when they have
22 our providers, the two providers that are going to be
23 selected, are they going to also go onsite and maybe
24 video some of the things that are happening onsite?

25 MS. NUNEZ: Yes. If they decide to do the

1 special segments on the providers, we can showcase the
2 sites and the programs that we fund.

3 MS. HOLLINGSWORTH: Mary?

4 MS. DONWORTH: I just want to say I commend
5 Univision for this whole initiative project. I think
6 it's phenomenal for the Trust for supporting it. I
7 love the scope of it, the ingenuity of it. I wish
8 something like this were available for every different
9 group. And I know telenovelas are really important in
10 Hispanic community. But figuring out what that is in
11 every community because I think this is phenomenal.

12 MS. HOLLINGSWORTH: Thank you.

13 MS. JIMENEZ-HERRERA: Monique Jimenez-Herrera.
14 My comment is I am excited about this possible
15 collaboration. As a clinical psychologist that worked
16 in Puerto Rico for many, many years, I used to go to
17 Univision and Telemundo in the morning shows and
18 provide mental health in lay language for every day
19 individuals, especially the parents. So this is very
20 exciting that we are using a medium that parents in
21 the Hispanic community tune in every day and that
22 we'll be shaping the parenting skills and
23 possibilities moving forward. This is exciting for
24 me.

25 MS. HOLLINGSWORTH: Karen?

1 MS. WELLER: I agree with everyone. I just love
2 that presentation, it was great. And to be able to
3 leverage the dollars to be able to bring that to the
4 community is awesome. I too wish it could be done for
5 all the different communities. And so hopefully we
6 will one day be able to do it for the other
7 communities. This is really exciting.

8 MS. HOLLINGSWORTH: Thank you.

9 Dan?

10 MR. BAGNER: Yeah, I echo all the sentiments.
11 One question I have, maybe this is thinking longer
12 term, future, is I suspect most are not consuming
13 television, we know, then in the same way that they
14 typically are. Thoughts about how to branch this out
15 to social media or other platforms. I don't know if
16 there's ideas on that.

17 MS. HANSON: Absolutely. Yeah, we've been
18 talking about that in terms of digital. You noticed
19 the video clip that we showed you, there's a whole
20 library, kind of a video clips from the prior seasons
21 and some of the work being pushed out in different
22 ways, short segments. Literacy Partners actually has
23 developed kind of a tool kit around how to use, either
24 showing home episodes in public forums using segments
25 for shorter interactions. So I'm thinking personally

1 about how does this intersect with our parent club
2 work, how do we kind of bring this to our own
3 parenting providers, integrate those tools into other
4 places.

5 And if I can just tag on to Tiombe's first
6 comment, I don't know if it was a question or not, but
7 interestingly, I'm talking totally out of place here,
8 but I'm just going to share what I've learned and
9 Stephen will correct me if I'm wrong. But my
10 understanding of the history is the first season of
11 the show was actually filmed in Mexico. And when they
12 went and saw how it was going to be produced, they
13 felt like it wasn't really kind of showing the types
14 of families and the realities because it was very
15 glammed up, for lack of a better word. And so they
16 did a lot to kind of deal with that in the Mexico
17 production setting. But one of the great advantages
18 is that Univision Corporate Office is here in Miami
19 and so the second season, they actually filmed it here
20 with local sets, they used houses in Hialeah, and
21 actors here. I'm not sure if the writer is local --

22 MR. KIPPEL: Yes.

23 MS. HANSON: The writer is a local person who's
24 doing the screenwriting, who is listening to sort of
25 all the experts in terms of here is the principals we

1 want to come across in the storytelling and she's kind
2 of bringing that in. So I think we have a huge
3 advantage of having all of this based in Miami to
4 bring in sort of our diverse Miami setting and
5 cultural diversity even within the Spanish speaking
6 population.

7 MS. KENDRICK-DUNN: So the experts, are they
8 consulting with some of the people in the community to
9 -- I mean if you're going to do things related to
10 different cultures, I don't know if the director -- I
11 don't know the other people, but are they at least
12 consulting, would be the appropriate thing to do, to
13 make sure it's nothing offensive. There's certain
14 things you would have to do unless they're part of --

15 MS. HANSON: I don't know, Stephen, you want to
16 speak to some of the other foundations?

17 We just met briefly in a meeting with some of the
18 other partners that would be potentially part of this
19 partnership, and I got the sense, at least, like that
20 Vanhullet [phonetic] has done a lot of work about
21 getting input from the community about the work that
22 they do.

23 If you want to speak more to that.

24 MR. KIPPEL: Yeah, and one of the key things in
25 the whole, we had, before the end of the year, just

1 with the writer to kind of present the topics and the
2 themes and the issues. And what we'll do next is
3 actually kind of put the writer and eventually the
4 actors to talk to experts. So the second season was
5 set at a community center. And so I think it was
6 through Too Small To Fail, but they had, and Literacy
7 Partners support, actually, community centers, so they
8 had two heads of community centers talk to the
9 actresses that were going to be acting and doing that
10 and making sure they did it the right way. You'll
11 have the opportunity to be on the sets. We had our
12 partners from Literacy Partners on set. Because they
13 had a lot of research about the modeling piece and
14 what they want to see on the screen and how the
15 parents model to the children, so they were on set
16 kind of talking to the directors saying, well if he
17 gets down on the floor on his knees, that would be a
18 better thing we would show rather than him standing up
19 here talking, things like that.

20 I think one point, too, just on the Miami is a
21 very ethnically diverse place, and one of the things
22 we were trying to do across the company, but
23 especially in projects like this, is to represent that
24 more so on the screen than we have in the past. So
25 that's been a key thing from all the partners. A lot

1 of traditional novellas feature very white Mexican
2 actors. We gradually moved away from that, but I
3 think we're going to be even more proactive about that
4 this year.

5 MS. NUNEZ: I would like to add two items to
6 this. One is once it creates, after we meet with the
7 writers and provide all the brainstorming, we're going
8 to be able review the script. So that's one way we
9 can check to your concern. Second is to Dr. Bagner's
10 question with social media, Univision has a huge
11 digital platform, so all this, the episodes of the
12 mini-series, they're also going to be uploaded in the
13 digital platform. So that opens up that digital
14 coverage that you're asking for.

15 MR. DUNN: I wanted to commend Univision. I saw
16 where you have, through your efforts, enrolled over
17 100,000 parents in the text messaging campaign and I
18 thought that was very impressive.

19 MR. KIPPEL: Thank you.

20 MS. HOLLINGSWORTH: Constance?

21 MS. COLLINS: Yeah, I think it seems like a very
22 innovative vehicle for sharing information, public
23 education, and best practices. And I see the Trust as
24 a repository of a great deal of expertise in best
25 practices and look forward to their input in these

1 novellas. Because I think the challenge many times is
2 not just access, but also what are we communicating,
3 is the content LGBTQ sensitive, are we ethnically,
4 racially, culturally, social economically sensitive,
5 and what is it that we're teaching. So we have a lot
6 information on best practices. I would love to see
7 all those kinds of things fold into the initiative.
8 And I think the Trust has a great deal of information
9 to do that, so I'm very much in favor of the project
10 and, in particular, the way in which the Trust has an
11 opportunity to provide meaningful content with the
12 project.

13 MS. HOLLINGSWORTH: Thank you.

14 All those in favor?

15 (WHEREUPON, the committee members all responded
16 with "aye.")

17 MS. HOLLINGSWORTH: Are there any opposed?

18 (NO VERBAL RESPONSE)

19 MS. HOLLINGSWORTH: Resolution passes.

20 I'm not passing to Jim for the CEO report.

21 MR. HAJ: Madam Chair, no items for the CEO
22 report. I just want to wish everybody a happy 2020, a
23 Happy New Year. We look forward to what this year is
24 going to bring.

25 MS. HOLLINGSWORTH: With that, thank you for all

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attending, we are adjourned.
(Whereupon, at 4:19 p.m., the meeting was
adjourned.)

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CERTIFICATE OF REPORTER

STATE OF FLORIDA
COUNTY OF MIAMI-DADE

I, MIRIAM BRIGHTON, court reporter and Notary Public do hereby certify that the foregoing proceedings were taken before me at the time and place therein designated, and that the foregoing pages numbered 1 through 34 are a true and correct record of the aforesaid proceedings.

I further certify that I am not a relative or employee, attorney or counsel of any of the parties, nor am I a relative of any of the parties' attorney or counsel connected with the action, nor am I financially interested in the foregoing action.

Under penalties of perjury, I declare that I have read the foregoing certificate and that the facts stated herein are true.

Dated this 23rd day of January 2020.

Miriam Brighton

MIRIAM BRIGHTON

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