



DRAFT
Revenue Diversity & New Markets Committee Meeting
Wednesday, May 28, 2025
3:00 p.m.

MINUTES

MEMBERS PRESENT: John Gill, Sharon Arroyo, Joe Battista, Mark Brewer and Snak Nakagawa

MEMBERS ABSENT: Wendy Ford, Tanisha Gary and Michelle Sperzel

STAFF PRESENT: Marcela DeFaria, Pam Nabors, Tadar Muhammad, Leo Alvarez, Nilda Blanco, Geo Morales, Darya Farsinejad, Vince Bruno, and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome <ul style="list-style-type: none">Mr. Gill, Committee Chair, called the meeting to order at 3:03 p.m.Introduced: Ms. Farsinejad, Development Manager of Development, and Mr. Morales, Associate Vice President of Strategic Communications.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported a quorum present.	
3	Public Comment None offered.	
4	Action Item <u>Approval of Minutes</u> <ul style="list-style-type: none">Reviewed draft minutes from 1/29/25 Revenue Diversity and New Markets Committee Meeting (attachment).	A motion was made by Mr. Brewer to approve the minutes from the 1/29/25 meeting. Mr. Nakagawa seconded; motion passed unanimously.
5	Information / Discussion / Action Items <ul style="list-style-type: none">Ms. DeFaria will be staff lead for this committee moving forward. <u>Results thru 5/28/25 (attachment)</u> <ul style="list-style-type: none">Reviewed:<ul style="list-style-type: none">Funding results for FY 2024-2025, 7/1/24 thru 5/28/25. Currently exceeding annual \$6M goal by 111% (\$6.7M).Details on grants awarded per funder.Board giving details; currently at 92% Board Contribution Rate. "Pouring with a Purpose" event was a success and helped to increase board participation.Pending contracts and declined awards.Ticket To Work:<ul style="list-style-type: none">CSCF has been facing challenges with the new government rule that a TTW customer case is	

	<p>dropped if staff cannot reach customer after 90 days. This has resulted in decrease in caseloads.</p> <ul style="list-style-type: none"> - Staff looking at alternate ways to reach out – i.e. <ol style="list-style-type: none"> 1) sending text with a link for TTW to reply back; 2) incentivizing for customers to stay in contact. - Will need to adjust target down to around \$120,000 for FY 2025-2026 <p><u>Corporate Strategy (attachment)</u></p> <ul style="list-style-type: none"> • Reviewed: <ul style="list-style-type: none"> - Donor Cycle graph – depicting a road map of the steps in CSCF's process to cultivate relationships with its donor partners. - Areas of focus for each corporate strategy: <ol style="list-style-type: none"> 1. Research & Identification 2. Discovery & Needs Assessment 3. Cultivation & Stewardship 4. Solicitation - Corporate strategy cadence: the frequency of specific strategic activities - Currently working on organizing interactions with each relationship via CRM (Customer Relation Management) system (Salesforce). <p>Committee feedback:</p> <ul style="list-style-type: none"> - Corporate giving will likely grow this year. - Have a conversation – explain to prospective donor that CSCF's ultimate goal for individuals to get and keep a job depends on multiple interconnected "pillars"—each one supports the others, and success requires all of them working together. - Find ways to collaborate with Board Members on strategies to engage and connect prospective individuals from their networks to CSCF. <p><u>FY 2025-2026 Development Goals</u></p> <ul style="list-style-type: none"> • Reviewed FY 2025-2026 Goals: \$5M attainment, \$7M projected proposal totals and \$3M state funding opportunities. 	
7	<p>Other Business</p> <ul style="list-style-type: none"> • A signature breakfast event is being planned for 9/16/25 as an opportunity to celebrate CSCF's partnerships in the community. Stay tuned for further details. 	

	<p>Career Solutions Update:</p> <ul style="list-style-type: none"> • Having revenue generating discussions. • Ran a High School Career Express pilot last year. • Focus on storytelling and what strategies will come from that. • Working on pilot project with Heart of Florida United Way to support youth ranging from eighth graders to post-secondary. 	
8	<p>Adjournment</p> <p>There being no other business, the meeting was adjourned at 4:01 p.m.</p>	

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator