

**Early Learning Council
Financing and Infrastructure Sub-Committee Meeting
and
Hawaii Careers with Young Children
Financing/Public Awareness Committee**

**Wednesday, July 7, 2010
9:00-11:00 pm
INPEACE Office**

Present: Chuck Larsen (Seagull Schools), Kanoe Nāone (INPEACE), Melodie Vega (HCYC), Liz Chun (GBA), Dave Tom (GBA) and Kau‘i Pratt (INPEACE)

Update on Early Learning Council Action as Related to Subcommittee Work:

Status of Public Will Campaign Development

- a) Contract for Sergio Bendixon has been verbally confirmed. Bendixon will present strategies on how they implemented ECE campaign in Florida where they received an overwhelming positive response from voters. The dates are set for August 12 and 13 in Hawaii.
- b) Tentative schedule for his presentation is August 12, 9 am at One Voice, Afternoon at ELC. Aug. 13, breakfast meeting with general public including legislators, afternoon, strategy meeting with subcommittee. Kanoe will follow up for a solid confirmation and email committee with details. GBA will design email invitations and send them out by Friday. They will also handle one page hand outs for event.
- c) Other sources of funding: Chuck recommended approaching the City and Council for money to help with the campaign. The following volunteered support for event:
 - i. HCYC: \$5,000 and GBA: \$3,000
 - ii. One Voice:\$1,000, INPEACE \$1,000 and Seagull Schools: \$1,000
 - iii. It will cost \$11,000 to have event. (\$7,500 for the contract and \$3,500 for meeting expense)
- d) Plan of Action for August – Responsibilities. Kau‘i and Kanoe will handle flights for Sergio. Liz will handle the hotel, Sheraton Moana or Royal Hawaiian. Kau‘i will send photos to Liz for invitation. Dave will handle RSVPs and identifying participants to invite. Committee recommended the Business Roundtable, Keiki Funders, Lieutenant Gubernatorial and Mayorial candidates.
- e) Connection with One Voice for Hawai‘i’s Children. Concerns have surfaced that there needs to be a stronger connection between the ELC and Public Will

Campaign. Group discussed overarching goals of campaign: to increase public awareness on the importance of Early Childhood Education and to establish a sustainable funding stream for ECE. Petitions will help in garnering support from the public and getting the issue on to the ballot for public vote.

Status of Identified Financing Approaches Initiated

2) State Advisory Council application

- a) AARA Funding- SAC
- b) Currently with DHS

3) Federal Appropriation (Earmark)

- a) Abercrombie submitted proposal and it still alive in the US House of Representatives.
- b) Mazie Hirono is also supporting the effort - information has been posted on her website.

4) Other Federal Funding Submitted

- a) No updates on i3 funding which INPEACE applied for

Next Meeting - August 5, 2010, 9 am to 12pm

Next Steps -

-Kanoë will talk with Diane Young to get Sergio on the agenda of the next ELC meeting.

-The work plan will be updated at the next meeting.