

**Financial Literacy Council
Meeting Minutes
September 12, 2007
Telephone Conference**

Council Members Present:

Paul Auslander
James DeSantis
Liana Fernandez Fox
Richard George
Cassandra J. Grayson
Doug Heinlen
Deidre Newton
Obdulio Piedra, Chair
Dulce Suarez-Resnick

Council Members Absent:

none

The fourth meeting of the Financial Literacy Council was held on September 12, 2007 via telephone conference. The meeting was called to order by Chairman Obdulio Piedra at 10:06 a.m. Roll was called by R. Jai Howard, Staff Director of the Financial Literacy Council.

Welcome and Introductions

Chair Obdulio Piedra opened the meeting by mentioning that he recently ran into CFO Alex Sink at an event in Miami. He relayed to the Council that the CFO expressed her gratitude to the Council members for their dedication and mentioned that she is pleased with the progress of the Financial Literacy Council.

Recap of June 25, 2007 meeting

Chairman Piedra provided a recap of the August meeting of the Financial Literacy Council, mentioning presentations provided by the following: Florida Office of Financial Regulation, DFS Division of Consumer Services, United Way of Tampa Bay, Junior Achievement of West Central Florida, and the AARP. Chair Piedra reminded everyone of the committee assignments were made at the last meeting: Fundraising & Budget – Paul Auslander, Jim DeSantis, and Richard George; Communications/Public Relations – Cassandra Grayson, Doug Heinlen, Deidre Newton, and Dulce Suarez-Resnick; Reporting – Obdulio Piedra, Liana Fernandez Fox, and R. Jai Howard.

Discussion: Financial Literacy Council committee assignments

Fundraising & Budget: Paul Auslander mentioned that he has been reaching out to fellow members of the FPA and has gotten some prospects for donations to the Council.

Dulce Suarez-Resnick mentioned that Coral Insurance Company is also interested in making a donation, but they need a donation letter. R. Jai will work on a draft and get the documents need to process the donations.

Chair Piedra suggested that the Council and committee work on getting multi-year commitments from donors. Jim DeSantis agreed and said that the Council should go after an immediate gift for this year and a pledge for succeeding years so we can get into company budgets. He suggested that the Fundraising & Budget Committee meet to prepare answers for an “sales objections” questions that might arise form potential donors (i.e. Is this money going to be used for travel for Council members).

Fundraising & Budget committee scheduled a phone conference for Monday, September 24, 2007 at 2:00 p.m. R. Jai will post notice and set up conference call using the same line and code that was used for this conference call.

Liana Fernandez Fox suggested that we study any other groups that are similar to the Financial Literacy Council as far as fundraising methods. She also suggested that Council work to diversify their funding sources.

Chair Piedra asked whether or not the appropriation from the Legislature was recurring. R. Jai responded that it is not, but per the Budget office in DFS, the Council can request the funds again. Piedra suggests that we make sure funds are available to hire a consultant or graduate assistant to assist the Staff Director.

Communications/PR: Chair Piedra mentioned that Cassandra Grayson, Doug Heinlen, Deidre Newton, and Dulce Suarez-Resnick were selected for this committee in order to have representation that is spread across the state geographically. Aldo Suarez-Resnick can assist with Spanish communications.

R. Jai mentioned that the CFO’s Communications Director & staff are willing to assist with Talking Points and media contacts.

Chair Piedra mentioned that he would like to make sure the Council members utilize the CFO’s office in order to get advisories and information out in areas where the Council is holding meetings.

Dulce Suarez-Resnick mentioned that she has been able to get local coverage in South Florida, and has been on Channel 4 for the past four Thursdays to discuss insurance issues.

Committee decided to meet via telephone conference on Monday, September 24, 2007 at 3:00 p.m. The agenda will include the PR strategy throughout the state and gaining visibility building up to April 2008 Financial Literacy Month activities.

Reporting: Liana Fernandez Fox has already begun working on an outline for the Council’s first report due on January 1, 2008. The report will include the following:

History (legislation), Mission & Goals, Subcommittee reports, Plan for the Future (short-term and long-term).

Discussion: Plans for Financial Literacy Month

The Council decided to have a physical meeting in Tallahassee during the month of April 2008. Doug Heinlen suggests that the Council begin the month with a big kickoff in Tallahassee at the first of the month with the CFO and Governor in attendance if possible.

Chair Piedra suggests that the events include a “State of Financial Literacy” address. Other suggestions include a luncheon event, attendance/recognition at Florida Cabinet meeting, and visits by Council members to legislators.

Other Business & Announcements

Chair Piedra suggested that the Council begin to identify legislators that will support their efforts.

Deidre Newton wants to look at how the foreclosure “rescue” groups are not being regulated. Rep. Brandenburg is interested in helping with this effort.

Paul Auslander commented that the first week in October is Financial Planning week.

Jim DeSantis mentioned that the FCEE Business Hall of Fame event is October 4 in Jacksonville.

Doug Heinlen is interested in the Council serving as a speaker’s bureau. R. Jai will contact Marta Arrington (DFS Consumer Services Division Director) to find out the best way to get coordinated with the regional offices.

Cassandra Grayson mentioned that the special legislative session has been postponed, no new date has been set at this time.

Jim DeSantis mentioned that FCEE is busy rolling out an entirely new approach for programming and funding. Chair Piedra asked that FCEE be added to the agenda for the October meeting in Orlando.

Meeting Adjourned