



**Business Meeting Minutes
Annual Spring Meeting
April 6, 2010**

Council Members Present:

Paul Auslander
Lou Buccino
Dr. Liana Fox
Richard George
Cassandra Grayson
Doug Heinlen
Deidre Newton
Obdulio Piedra
Dulce Suarez-Resnick

Others Present:

Amanda Lewis, FFLC Staff Director, Department of Financial Services
Tami Torres, Department of Financial Services
Nina Banister, Department of Financial Services
Misty Cash, Department of Financial Services
Devin Galetta, Department of Financial Services
Alison McEachin, Department of Financial Services
Maria A. Gaitan, Consumer Credit Management Services, Inc.

Call to Order & Welcome

The Financial Literacy Council held its Annual Meeting in Tallahassee at the Larson Building on Tuesday, April 6, 2010. The business meeting was called to order by Chairman Obdulio Piedra at approximately 10:42 AM.

Roll Call

Roll call was conducted by Amanda Lewis. All members of the Financial Literacy Council were present.

Announcement by Chairman Piedra

Obdulio announced at the start of the meeting that he would be stepping down as Chair for the Financial Literacy Council to pursue a seat on the Miami-Dade County Commission and requested official nominations for a new Chair from the Council.

Richard George nominated Cassandra Grayson to the Chair position. Doug Heinlen moved to second the nomination. All members of the Council were in agreement.

Cassandra Grayson accepted the position as Chair and officially appointed Amanda Lewis as the Staff Director/Secretary for the Financial Literacy Council. Amanda Lewis accepted the position.

Discussion of 2011 Champion of Financial Literacy Award Criteria

All Council Members along with the Staff Director participated in a discussion regarding the established proposed criteria for the award moving forward prepared by Obdulio Piedra, Paul Auslander and Amanda Lewis.

While the council members believed the criteria was fitting and captured the purpose of the award it was noted that the criteria should be slightly modified to clearly show that the nomination was open to individuals who have demonstrated a commitment to financial literacy, not just organizations or education institutions.

Amanda Lewis noted the need for the necessary modifications and will circulate to the Council for approval once completed.

During the discussion Amanda Lewis noted that the Council would need to establish a web page on the Council's Web site to accept nominations and form sub-committee to review applicants and determine (3) finalists to present to the full Council for a vote in December 2010.

It was discussed that nominations for the award will be accepted beginning on June 1, 2010 through November 30, 2010. A communications plan to include a press release regarding the criteria and nomination/approval process will be developed and shared with the Council prior to release.

Financial Literacy Center

Paul Auslander led a discussion regarding the Financial Literacy Center, a Wharton School, Dartmouth College and RAND Project and the work that is being done.

It was noted by the Council that financial literacy is receiving national attention. Amanda Lewis indicated that she would monitor the research projects being conducted by the Center and share reports as they become available to the Council.

For more information about the Financial Literacy Center, click [here](#).

The Financial Literacy center discussion, led to a group discussion regarding the current economic crisis and what affect the Financial Literacy Council could have had if created 10 years earlier. It was noted that while the work of the Council would not have been able to prevent the crisis in Florida, it was believed that the work of the Council may have helped prevent many Floridians from making bad financial decisions through financial education.

DFS Partnerships and Updates on CFO Initiatives

Nina Banister spoke with the Council regarding her role as Communication Coordinator for the Department's Division of Consumer Services, Agent and Agency Services, Rehabilitation and Liquidation, and Funeral and Cemetery.

Nina Banister brought the Council updated regarding the partnerships with Consolidated Credit Counseling, the United Way Center for Financial Stability in Miami-Dade and the Financial Planners association as well as other partners the Department works with on a regular basis at events across the state.

Nina Banister also provided the Council with an update regarding the following CFO initiatives: Safeguard Our Seniors and Florida Housing Help Workshops.

Launch of Family Fiscal Fitness

Nina Banister announced the launch of Family Fiscal Fitness, a new Web site developed by the Department of Financial Services to provide consumers with one central location to find resources to promote financial literacy from basic budget skills to planning for retirement. The site offers resources for all ages.

A demonstration of the web site was provided. To learn more, visit www.myfloridacfo.com/FamilyFiscalFitness.

Lou Buccino requested that the Department look into the possibility of creating downloadable applications. The Department is in the process of this type of conversion for many of its active programs and will continue this effort where appropriate. Lou Buccino also requested that the Department explore the use of a program like 'Google Analytics' to independently rank the number of hits resources included in the Financial Literacy Library receive.

Overview of the DFS Web Site Redesign

Alison McEachin provided the Council with an overview of the Department of Financial Services' web site, which was recently redesigned.

It was noted that the Council web page was difficult to locate on the web site. Amanda Lewis will explore ways to create greater visibility for the Council's web site and the work it is doing.

Adjournment

The meeting was adjourned by Chairwoman Cassandra Grayson at 12:36PM.