

COMMISSION MEETING MINUTES

January 11, 2010

Meeting location: 676 Loughborough Drive, Merced, CA

Commission Members Present:

Jerry O'banion Eva de Long Iantha Thompson Shirley Brown Ana Pagan
 Tim Livermore Patrick Bowman Dorlie Goodger Manuel Jimenez, Jr.

Staff Present: Michael Calabrese, Brian Mimura, Barbara Mumby, and Sol Rivas.

Guests: Fernando Granados, Patti Kishi, Melanie Cole, Monica Adrian, Christie Hendricks, Shirley Baltazar, Jennifer Mockus, Rosa Barragan, Jennifer Eberhard, John Volanti.

1. Call to Order, Pledge of Allegiance, and Roll Call

Commission Chairperson Jerry O'Banion called the meeting to order at: 5:43 PM, following public recognition of Jennifer Eberhard (former secretary, First 5 Merced County) and John Volanti (Director, Department of Public Health) for their years of service to First 5 Merced County.

The Pledge of Allegiance was led by: Jennifer Eberhard. Roll call was taken with results noted above.

2. Public Opportunity to Speak on Any Matter of Public Interest within the Commission's Jurisdiction

There were no comments from the public.

3. Approval/Additions/Deletions to the Agenda

The agenda for the Commission meeting was approved unanimously, as presented.

Motion made by: Ana Pagan
Motion seconded by: Iantha Thompson

CONSENT AGENDA

4. Approval of Minutes for the November 9, 2009, Commission Meeting.

5. Approval of First 5 Monthly Expenditures through: November 30, 2009.

6. Approval of Budget Revision Request for Golden Valley Health Center's Reach Out and Read Program.

The Consent Agenda items were approved unanimously, as presented.

Motion made by: Ana Pagan
Motion seconded by: Vice chair Eva de Long

REGULAR AGENDA

7. Informational Video Presentation: Change the First Five Years and You Change Everything (Informational).

Brian Mimura, Executive Director, introduced and played a brief DVD entitled: Change the First Five Years and You Change Everything, which described the impacts of early enrichment experiences on children 0-5 years.

Comm. Jimenez, Jr. asked about plans for showcasing the video locally. Mimura replied no specific plans had been developed. Comm. Brown stated the video could be used to help garner financial support for organizations to support their sustainability. Comm. Thompson indicated the video could be shown to businesses and Comm. Pagan suggested that BEAM (Business Education Alliance of Merced) could be an appropriate audience.

Mimura concurred and acknowledged the presence of Carol Greenberg from BEAM, who stated her willingness to share the video with BEAM members. Comm. Pagan stated that if we could get a copy, then the Human Services Agency has the ability to make copies for local sharing. Comm. Livermore inquired about the intended audience for the video and suggested other local venues such as the "0 to 5 in Thirty Minutes" and Children's Summit.

8. Informational Update on Development Activities for First 5 Merced County's Desired Outcome 5 (Informational).

Mimura presented a brief slide presentation update on this informational item (see attached presentation slides), describing the process of developing a preschool advocacy agenda, and the intent of the Commission to consider funding recommendations for goals within the agenda.

Comm. Livermore inquired whether this is a new initiative or resembles projects we have funded in the past. Mimura stated this is not new, and builds on First 5's Desired Outcome 5 and recent development activities including the Making Preschool a Front Burner Issue convenings, as described in past informational updates. He stated the effort doesn't resemble current efforts since this is a systems level effort compared to the largely direct services focus of past projects.

Comm. De Long asked how the goals from the advocacy agenda would be selected for the Commission to consider funding possibilities. Mimura stated that the Commission would select the goals, with options from staff that would be developed with input from the community, including TPAC.

9. Approval of Funding for Services for Desired Outcome 4: Improving Community Awareness of the Critical Need to Prioritize Care for Our Youngest Children (Action).

Barbara Mumby presented a brief slide presentation on this item (see attached presentation slides), describing the background, initiative phases, and funding recommendations for this

item. Recommendations included: \$18,500 for the Development/Launch of the Children's Bill of Rights, including support of the Children's Summit and its keynote speaker; \$5,000 for the Bill's rollout / social marketing campaign, including Week of the Young Child support; \$25,000 for a community engagement and mobilization consultant, Irene and Luis de la Cruz (Between Friends) recommended for their unique combination of needed competencies, resources and knowledge and community connections that set them apart from other consultants; \$25,000 for Community Engagement support including event support for communities putting on Bill of Rights activities. Mumby also stated a media/marketing campaign for this Desired Outcome is in the planning stage, but no funding is requested with this action. The total requested amount for the action is \$73,500 for the described components.

Comm. De Long stated she felt positive about the recommendation and the direction of the initiative. Comm. Livermore inquired about the consultant and the work they would be performing for the requested funds. Mumby provided information on the consultant, their expertise, past efforts, and relationships especially with outlying communities that would support the effort. She stated the consultants are present to respond to questions.

Chairperson O'banion asked if the consultant contract would be coming back to the Commission for approval. Mimura stated no, the intent is for the Commission to take action tonight. Legal Counsel Calabrese stated he and Mimura have conferred on this issue and the appropriateness of the proposed recommendation without the need to come back for subsequent approval. He further stated he would work with staff to finalize the language and details of the contract for execution by the Commission chair.

John Volanti, Public Health Department Director, provided clarification that, while he, staff, and Calabrese agree on the appropriateness of the action, the process is a departure from the past. He stated a need for staff to work with counsel on revisiting First 5's contract procurement policies.

Chairperson O'banion asked if the work of the consultant would be countywide. Mumby confirmed that it would be, indicating the plan to reach out to as many as 15 communities during the community engagement campaign.

Motion made by: Ana Pagan, to approve funding for services for Desired Outcome 4, as presented, in an amount not to exceed \$73,500.00.

Motion seconded by: Vice chair Eva de Long

The motion was unanimously passed.

10. Approval of First 5 Merced County Family Child Care Mini-grants, 2009/10

Sol Rivas presented a brief verbal presentation on this item, describing the background of the Child Care Minigrant Program, the RFP process, applicants, and recommended funding recipients, as presented (see attached list of recommended recipients). She also stated that a single vendor, Lakeshore Learning Materials is recommended for purchase of grantees' materials and supplies since they are uniquely capable to provide high quality, research based materials aligned with the program's assessment protocol, and also able to do so in a timely and efficient manner within the timeframes of the program.

Comm. De Long asked how the materials for each recipient would be selected. Rivas replied that materials will be selected in alignment with two subscales of the FCCERS rating scale (health and safety, and language and literacy) to assure that acquired materials meet the needs of the providers and intent of the funding program.

Motion made by: Iantha Thompson, to approve the recommended 21 Family Child Care Mini-Grant recipients as identified in the attachment, in an amount not to exceed \$19,950.00.

Motion seconded by: Ana Pagan

The motion was unanimously passed.

11. Executive Director's Report

Mimura presented a brief slide presentation on this item (see attached presentation slides), describing items such as recent First 5 trainings, upcoming TPAC meetings, First 5 California's approval of Merced's modification to its Power of Preschool Program and the resulting receipt of state revenue. He also discussed upcoming funding opportunities for First 5 funds, and described recent Event Sponsorship recipients, including the Parks and Recreation Division and Merced Arts Center. He highlighted recent advocacy activities and shared the date for the upcoming Children's Summit, March 23, 2010.

12. Commissioners' Reports

Calabrese had no report. Comm. Brown stated the value of the video that was presented earlier for getting donations to support the sustainability of efforts serving young children. Comm. Livermore wished all a happy new year, especially for better fiscal news. He thanked John Volanti for his service. Comm. Jimenez Jr. announced a 1 PM meeting on Thursday for a public hearing on prudent use of reserve funds. Comm. De Long thanked Jennifer Eberhard and John Volanti for their work and service. She also thanked Comm. O'banion for his support of Commission efforts. Commissioners Goodger, Pagan, and Thompson all wished everyone a happy new year and expressed their gratitude to Eberhard and Volanti. Comm. O'banion expressed this year may not be better financially with the State's multi-billion deficit, and that it will be a busy year with his role as chair of the Board of Supervisors as well as Commission.

The meeting was adjourned approximately 7:10 PM.

Attachments to Meeting Minutes

Agenda Item 8: Informational Update on Development Activities for First 5 Merced County's Desired Outcome 5.

Presentation slides.

Agenda Item 9: Approval of Funding for Services for Desired Outcome 4: Improving Community Awareness of the Critical Need to Prioritize Care for Our Youngest Children.

Presentation slides.

Agenda Item 10: Approval of First 5 Merced County Family Child Care Mini-grants, 2009/10.

List of Recommended Family Child Care Mini-Grant Recipients.

Agenda Item 13: Executive Director's Report

Presentation slides.