

COMMISSION MEETING MINUTES

March 8, 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 Myisha Reed.

Guests: Maribel Valencia, Gaye Riggs, Amy Glines, Vic Blackwell, Carol Greenberg, Tatiana Vizcainos, Monica Adrian, Marilyn Mochel, Patti Kishi, Jim Huff, Irene De La Cruz, and Luis De La Cruz.

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

Commission Vice Chairperson Eva de Long called the meeting to order at: 5:34 PM.

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

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

Carol Greenberg from the BEAM (Business Education Alliance of Merced) informed the Commission about the upcoming San Joaquin Valley business leaders summit on early care and education on April 29 in Fresno. Guest speakers include: Ken McNeely, AT&T President – California, Beth Dooley, President & CEO, Educational Employees Credit Union, BEAM Member and Ron Grunewald, Associate Economist, Federal Reserve Bank of Minneapolis. She also updated the Commission on BEAM's grant from First 5, stating that the marketing firm Blackwell and Glines had been hired for their marketing campaign, which will include local spokespersons such as Chancellor Kang from UC Merced.

3. Approval/Additions/Deletions to the Agenda

The agenda was modified so that Agenda Item #10 would be the first item under the Regular Agenda. The modified agenda was approved by the Commission unanimously.

Motion made by: Ana Pagan
Motion seconded by: Tim Livermore

CONSENT AGENDA

4. **Approval of Minutes for the February 8, 2010, Commission Meeting.**
5. **Approval of First 5 Monthly Expenditures through: January 31, 2010.**
6. **Approval to Negotiate Contract Extensions for First 5 Merced County Evaluation Services (#07-100) and Data Management Services (#08-561) for 2010/11.**

The Consent Agenda items were approved unanimously, as presented.

Motion made by: Ana Pagan
Motion seconded by: Patrick Bowman

REGULAR AGENDA

7. **[Original agenda item #10] Approval of Funding for the Joint Funding Partnership between First 5 Merced County and Educational Employees Credit Union (EECU) for the “Parents As First Teachers” Campaign.**

Brian Mimura presented this action item to the Commission, proposing funding to support a joint funding partnership with EECU. He described the proposal as presented in the Proposed Joint Funding Partnership attachment presented to the Commission (see Attachment), including the partner description, campaign details, joint funding partners, and requested funds of \$15,624.00

Commissioner Pagan inquired if the campaign would be in multiple languages. Blackwell and Glines (EECU marketing representative) staff responded no, that the campaign would be English-only at this time. Pagan stated that over half of our population is of Latin extraction, and Commissioner Jimenez Jr., stated that as a threshold language, Spanish should be considered and perhaps others. Mimura stated that First 5 is currently in discussions to pursue a Spanish-language campaign and more information on this would be presented to the Commission.

A Motion was made by: Iantha Thompson, to approve an amount not to exceed \$15,624 for a joint funding partnership, as presented, between First 5 Merced County and EECU for the “Parents As First Teachers” Campaign.

Motion seconded by: Manuel Jimenez, Jr.

The motion was unanimously passed.

8. **[Original agenda item #7] Review and Accept 2008/09 First 5 Merced County Annual Evaluation Report.**

Myisha Reed presented a brief slide presentation describing the 2008/09 First 5 Merced County Annual Evaluation Report produced by LTG Associates. The presentation included report structure and organization, demographics overview, and highlights of First 5 funded efforts organized by Children Ready to Learn, Health Children, Strong Families, and Healthy Community Systems (see attached presentation slides). Reed stated that First 5 is required

to complete evaluation activities to track and document the outcomes of First 5 funded services, and that this information must be submitted to First 5 California annually. Commissioner Pagan commented that the use of color helps with the presentation of findings; Commissioner Thompson also added that this makes it is easier to understand and read. LTG Associates' staff person Maribel Valencia Castillo stated that among the things significant this year was that the number of service contacts increased almost double over the prior year, and that the demographics of those served has changed, perhaps due to the increasing economic difficulties faced by our county's families.

A Motion was made by: Ana Pagan, to accept the 2008/09 First 5 Merced County Annual Evaluation report as presented.

Motion seconded by: Manuel Jimenez, Jr.

The motion was unanimously passed.

9. [Original agenda item #8] Approval of Funding for Consultant Services for Children's Bill of Rights Trans-Adaptation (Action).

Barbara Mumby presented this item requesting \$750.00 to contract with Healthy House for the Bill of Rights trans-adaptation in Punjabi. She stated that thanks to the Human Services Agency, the bill is being produced in Hmong and Spanish, and this action is requested for the Punjabi version.

Commissioner Livermore recused himself from this item due to a potential conflict of interest since his wife is affiliated with Healthy House.

Tatiana Vizcaino-Stewart and Marilyn Mochel from Healthy House commented on the transadaptation, clarifying "translation" and "transadaptation" and the importance of "plain English". They further stated that the current document may be well-suited to professionals, but likely may not be accessible for many others in the community and that they are hopeful of continued progress in the area of making communications more accessible for all.

A motion was made by: Ana Pagan, to approve funding for transadaptation services by Healthy House in an amount not to exceed \$750.00.

Motion seconded by: Manuel Jimenez, Jr.

The motion was unanimously passed.

10. [Original agenda item #9] Guest Presentation: Roadmap for High-Quality Preschool in Merced County, P-16 Council's Early Care and Education Subcommittee

Gaye Riggs, Merced County Office of Education, representing the P-16 Council's Early Care and Education Subcommittee, provided a guest presentation to the Commission on the Roadmap for High-Quality Preschool in Merced County, which was distributed to the Commission (see attached document). Riggs presented background information on the P-16, its organization and structure, and subcommittees, stating Patti Kishi co-chairs the ECE subcommittee with her. She stated the roadmap is an aspirational document originally for District superintendents, of what preschool should look like, describing the four sections of

this “living document”. She also described a county wide preschool salary study being implemented and the Terrific Transitions document that is in the works. Commissioner Thompson asked if this work was going on only locally or statewide. Riggs stated the Roadmap is based on research-based information; the salary study work is being done locally and is unique. Commissioner De Long stated we are fortunate to have this work going on in our county and the Commission thanked Riggs for the presentation.

11. [Informational Presentation: Mental Health Services Act / Innovation Funding Plan Development.

Myisha Reed presented a brief slide presentation describing the MHSA and its Innovation component, including the essential purposes, definition of innovation, the potential alignment of this component with First 5’s strategic Desired Outcomes, and a proposed innovative intervention. Information on the timeline and planning process was also presented (see attached presentation slides). She stated that once the Innovation plan is completed and approved, staff may bring forth a potential joint funding partnership for Commission consideration, if the plan includes interventions in alignment with First 5’s Desired Outcomes. If it does not, then a joint funding approach would not be possible.

Commissioner Jimenez Jr. asked what staff meant by “if the plan does not align” with First 5’s outcomes. Staff clarified that only interventions that are approved in the Innovation Plan are eligible for MHSA Innovation funds, so that if the final approved plan and its interventions are not consistent with First 5’s Desired Outcomes then a joint funding opportunity would not exist. However, even if the plan does not align with First 5’s goals, the Commission could still entertain potential support under its Desired Outcomes funding without MHSA funds. Reed indicated that staff will keep the Commission apprised of the Innovation plan development and future opportunities.

12. Executive Director’s Report (Informational).

Mimura presented a brief slide presentation on this item (see attached presentation slides), describing items such as upcoming meetings, the Joint Water Cooler Symposium, the San Joaquin Valley Business Leaders Summit on Early Care and Education, the Children’s Summit and Early Childhood Conference, as well as TPAC and MHSA/Innovation Planning meetings.

He described also the current status of state level activities that may impact potentially Prop. 10 funding, First 5 California Signature program development, regional media efforts (with Univision), and pending Event Sponsorship requests.

13. Commissioners’ Reports (Informational).

Commissioner Pagan informed the audience about the May 8th Motherhood event that is being planned, as well as the Bootcamp for New Mom’s that is being developed and piloted. Commissioner De Long announced that she graduated from the Cognitive Coaching training that First 5 supported and that the program will make a big difference for her and the other 20 in the cohort. De Long asked about the location of the next meeting. Mimura stated that it will be in Le Grand, as part of the regular meetings First 5 conducts outside the city of Merced. The detailed location will be provided shortly.

The meeting was adjourned approximately 6:40 PM.

Attachments to Meeting Minutes

Item: Approval of Funding for the Joint Funding Partnership between First 5 Merced County and Educational Employees Credit Union (EECU) for the “Parents As First Teachers” Campaign.

Proposed Joint Funding Partnership

Item: Review and Accept 2008/09 First 5 Merced County Annual Evaluation Report.

Presentation slides.

Item: Guest Presentation on Roadmap for High-Quality Preschool in Merced County, P-16 Council’s Early Care and Education Subcommittee

Roadmap for High-Quality Preschool in Merced County

Item: Mental Health Services Act / Innovation Funding Plan Development Presentation.

Presentation slides.

Item: Executive Director’s Report

Presentation slides.