

COMMISSION MEETING MINUTES

April 12, 2010

Meeting location: 13038 Jefferson Street, Le Grand, 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: James Fincher, Brian Mimura, Jerry Hilliard

Guests: Christiane Traub, Tammy Moss, Rosanne Pitz, Melanie Cole, Gaye Riggs, Christie Hendricks, Jennifer Mockus, Carol Greenberg, Monica Adrian, Tatiana Stewart, Marilyn Mochel, Luis De La Cruz, John Volanti, Jose Elgoriaga, Kacy Johnson.

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

Commission Chairperson Jerry O'Banion called the meeting to order at: 5:30 PM

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

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

Rosanne Pitz from Merced Community Action Agency spoke briefly about their early childhood center location in the Le Grand community. They currently have 13 children enrolled into their program, which was licensed in September 2010 for 20 children, and is located at 4140 Cook St., Le Grand. Merced Community Action Agency currently has five (5) child care facilities in the county and more information is available at (209) 389-4117.

3. Approval/Additions/Deletions to the Agenda

Motion made by: Commissioner Jimenez to approve the agenda.
Motion seconded by: Vice chair Eva de Long

The agenda was approved by the Commission unanimously.

CONSENT AGENDA

4. Approval of Minutes for the March 8, 2010, Commission Meeting.

5. Approval of First 5 Monthly Expenditures through: February 28, 2010

Motion made by: Patrick Bowman, to approve Items 4 and 5.
Motion seconded by: Iantha Thompson

The motion was approved unanimously.

6. Approval of Budget Revision for Via Adventures' Going Places Program (contract #09-505)

Dr. Livermore recused himself from this action due to a conflict of interest since he is employed by the Department of Public Health which is a subcontractor under this program. The Consent Agenda items were approved unanimously, as presented.

Motion made by: Commissioner Thompson to approve Item 6 as presented.
Motion seconded by: Commissioner Brown

The motion was approved unanimously by members present.

REGULAR AGENDA

7. Commission Presentation: Acknowledgement of Contributions – John Volanti, Department of Public Health, Director (retired).

Commissioner O'Banion acknowledged the contributions of John Volanti, Public Health Director (Retired), thanked him for his efforts and passion, and presented him with a plaque. All the Commissioners present and the Executive Director of First 5 spoke on John's contributions to both First 5 Merced County and the Health Department. From the audience, Christiane Traub and Interim Public Health Director -Tammy Moss talked about how he took care of business and the challenges he had. John Volanti thanked the Commission and the public for their kind words and the nice plaque he received.

8. Informational Presentation: Week of the Young Child Activities 2010 (Informational).

Melanie Cole, Merced City School District, and Christie Hendricks, Merced County Office of Education, and co-chairs of the Week of the Young Child, spoke on the WOYC events including the kick-off in Applegate Park on April 18, 2010 from 11:00 am – 3:00 pm. This event is free to the public. Hendricks talked about the Children's Bill of Rights and Early Childhood conference that is being held on April 24, 2010 at Gateway Community Church. The cities of Atwater, Merced, Los Banos, and Merced City School district have adopted proclamations for WOYC and its events. This year's theme is "Early Years are Learning Years", and activities will include spreading the word about the Children's Bill of Rights for Merced County.

9. Informational Presentation: 7th Annual Merced County Children's Summit 2010 (Informational).

Mimura presented a brief slide presentation on this item (see attached presentation slides), providing a report on the proceedings of this event, sharing the attendance, highlights, feedback, and adoption of the Children's Bill of Rights for Merced County. Commissioners

O'Banion, de Long, and Jimenez commented on how well the Children's Summit was organized and thought it was well received by the public. Commissioner O'Banion thanked all those that were involved in Children Summit and praised the video and individual presentations of each of the rights.

10. Approval of First 5 Merced County Long-Range Financial Plan Update (Action).

Mimura presented a slide presentation outlining this plan (provided as an attachment), including the context, background, intent and purpose of First 5 Merced County's Long Range Plan. He discussed the updated features of the plan since last year, plan assumptions and features, and noted that action to approve the plan does not in itself allocate any funds. He stated that First 5 Merced County is on track with regard to its financial position and is slightly better due to additional unanticipated revenue from First 5 California's extended Power of Preschool Bridge program for 2010/11. See attached presentation slides.

Motion made by: Vice Chair Eva De Long, to approve the Long-Range Financial Plan Update for 2010, as presented.

Second made by: Patrick Bowman

The motion was approved unanimously.

11. Informational Presentation: Univision's *Es El Momento* 2010 Education Campaign (Informational)

Mimura introduced this informational item as a potential opportunity for a future Joint Funding Partnership that could support First 5's Desired Outcomes, particularly among the Spanish-speaking residents of the county. Univision staff (Jose Elgoriaga, Kacy Johnson) presented to the Commission on the *Es El Momento* 2010 Education Campaign, describing what their program could do to expand services to the Latino community. Univision described their market reach among Latinos in the region, and described examples of their past successful efforts, including helping businesses get communications out about their services. They further described examples of opportunities that First 5 might be interested in, such as "owning a week" on Univision's television programming to get messages out regarding early childhood education, and using Lupita Lomeli's morning show for having guests on from Merced County. O'Banion asked for confirmation that this item was not requesting funds, even though materials that were distributed included budget projections. Staff confirmed this was the case and that staff would continue to dialogue with Univision to explore whether a funding request would be brought forth in the future to the Commission. Luis De La Cruz from the audience commented on Lupita Lomeli and the great opportunity she provides through Univision to get information out to the community, noting also that she is from Merced County and has worked here on other events.

12. Executive Director's Report (Informational).

Mimura presented information on recent activities and potential upcoming opportunities such as supporting the Early Learning Advocacy Day, and development of a local chapter of the Association for the Education of Young Children, and upcoming meetings. See presentation slides.

13. Commissioners' Reports (Informational).

Commissioner Iantha Thompson stated the Children's Summit was quite a success and it was good to see such broad support from the community, and told the Executive Director "nice job." Commissioner de Long commented on the Bill of Rights and thought it would be a great adventure to look forward to, describing plans she has for sharing the Bill. Dr. Livermore stated that in public health there is a tendency to present the 'negatives' through things like statistics. The bill is positive and uses a positive, ingenious approach, and is glad staff will continue to support efforts with it. Commissioner Jimenez stated this year's event will be hard to beat. Commissioner O'Banion stated Mimura has done a great job in his presentation and he has set aside time at the Board of Supervisors meeting for him to present the Bill to the Board and for them to adopt a resolution in support of the Bill of Rights. The meeting and the Bill presentation will be televised.

Commissioner O'Banion thanked everyone for their attendance and asked if anyone had anything to add. Hearing none, the meeting was adjourned at 6:50 PM.

The next meeting is scheduled for May 10, 2010 at 5:30 p.m. in the First 5 building, located at 676 Loughborough Dr., Merced.

Attachments to Meeting Minutes

Item 9 - Informational Presentation: 7th Annual Merced County Children's Summit 2010

Presentation slides.

Item 10 - Approval of First 5 Merced County Long-Range Financial Plan Update

Presentation slides.

Proposed Long Range Financial Plan

Item 13 - Executive Director's Report

Presentation slides.