

# COMMISSION MEETING MINUTES

July 12, 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     Ashlee Williams     Manuel Jimenez, Jr.

**Staff Present:** Michael P. Calabrese, Brian Mimura, Myisha Reed, Jerry Hilliard

**Guests:** Fernando Granados, Gaye Riggs, Jennifer Mockus, Carol Greenberg, Andrea Cruthird, Barbara Ward, Christiane Traub, and Richard Rios, Kacy Johnson.

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

Commission Vice-Chairperson Eva de Long called the meeting to order at: 5:30 PM

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

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

No public comments were provided.

## 3. Approval/Additions/Deletions to the Agenda

Motion made by: Commissioner Livermore to approve the Agenda as presented.  
Motion seconded by: Commissioner Thompson.

The agenda was approved by the Commission unanimously.

## CONSENT AGENDA

## 4. Approval of Minutes for the June 14, 2010, Commission Meeting

Motion made by: Commissioner Thompson to approve the July 12, 2010, Commission Meeting minutes with the correction being made to Counsel Calabrese's middle initial.

Motion seconded: Commissioner Livermore.

The motion was unanimously approved.

## **REGULAR AGENDA**

### **5. Introduction of New First 5 Merced County Commissioner (District #5): Ashlee Williams**

Commissioner De Long welcomed Commissioner Williams in her new role. Commissioner Williams expressed her gratitude to Chairperson O'banion for appointing her to the Commission, and shared her background as a community organizer and in the non profit sector. She stated her role with Hands On Central California and shared her love for children and desire to support First 5.

### **6. Approval of First 5 Merced County Commission Vice Chairperson for 2010/11**

Mimura introduced this item stating that each July of the fiscal year the First 5 bylaws require that a Commission vice chairperson be elected. He stated Commissioner De Long's willingness to continue in this role if acceptable by the Commission. Commissioner Thompson thanked De Long for her willingness and commitment.

Motion made by: Commissioner Thompson to approve Eva De Long as Commission Vice Chair for the First 5 Merced County Commission for the 2010/11 fiscal year.

Motion seconded by: Commissioner Jimenez

The motion was unanimously approved by Commissioners.

### **7. Approval of Funding for Contract Extension with LTG Associates, Incorporated, for Evaluation Services**

Reed presented this item and recommend approval for a contract extension with LTG Associates, Incorporated, in an amount not to exceed \$100,000.00 to provide evaluation services for First 5 Merced County for the 2010/11 fiscal year. Reed described the proposed evaluation services, the focus on identifying the impacts of First 5's efforts in the areas of the new strategic plan, the addition of increased local staff time, and the primary tasks the contractor will fill. She also described the efforts of TPAC and the Commission's evaluation subcommittee in developing the recommendation and thanked them for their efforts.

Commissioner Thompson questioned if the funding amount would be an increase from the previous year, and if that the increase was due to more on-site time by LTG . Reed confirmed that it would be an increase from an average of approximately \$80,000 in the past, and that the increase was due in part to the increased staff time.

Motion made by: Commissioner Jimenez to approve a contract extension with LTG Associates, Incorporated, in an amount not to exceed \$100,000.00 to provide evaluation services for First 5 Merced County for the 2010/11 fiscal year.

Motion seconded by: Commissioner Brown

The motion was unanimously approved.

### **8. Approval of Funding for the Joint Funding Partnership Between First 5 Merced County and Univision for the "Es El Momento" Educational Campaign**

Mimura presented this item stating Univision has previously presented to the Commission at the April 2010 meeting in LeGrand, and that this item is to approve funding for a partnership for an educational campaign that would reach the large Spanish-speaking community in the County. He described the goals of the campaign, and reviewed the Proposed Partnership document (see attached document) provided as an attachment to the Commission, which describes: Univision mission and background, commitment to community, the campaign aims and parameters, and First 5's role in the campaign. He stated that First 5's active role in the campaign differentiates this partnership from the prior one with Educational Employees Credit Union. First 5's portion of the campaign includes: First 5-specific PSAs, logo placement, morning show and news segments, co-sponsorship with Univision of a local community event, and Univision's creation of the Children's Bill of Rights video in Spanish.

Commissioner De Long stated that the amount of money proposed is good for this type of campaign and the many elements it includes. She feels it will be a good balance along with the EECU partnership the Commission funded for English-speaking residents.

Motion made by: Commissioner Jimenez to approve an amount not to exceed \$25,000.00 for a Joint funding Partnership between First 5 Merced County and Univision for the "Es El Momento" campaign.

Motion seconded by: Dr. Livermore.

The motion was unanimously approved.

## **9. Approval of General Grants Program funding for the Merced County Department of Public Health for Injury Prevention Services**

Commissioner Livermore recused himself from this action due to being an employee of the Merced County Department of Public Health.

Reed presented this item, describing the recommended action, the prior approval by the Commission to the Merced County Health Consortium with the Health Department as a subcontractor for this program, and the support of the Consortium of having the Health Department 'take over' implementing the program as the primary contractor since the Consortium has opted to no longer implement programs.

Commissioner Williams questioned why there was a difference in the requested funding amounts for 10/11 and 11/12, inquiring whether it was due to a different start date in the first year. Reed confirmed, yes, this is due to a September start date in the first year, and July 1 start in year 2.

Commissioner Thompson asked if this program would include car seat safety training and prevention education in other areas. Reed stated yes, that this would include car seat safety and other areas such as water safety, poison control, and others.

Richard Rios from the Department of Public Health added that the program would include services for providers, through train-the-trainer activities, and not just direct education to families.

Motion made by: Commissioner Thompson to approve General Grants Program funding for the Merced County Department of Public Health in a total amount not to exceed \$140,000.00 for injury prevention services during FY 2010/11 (\$60,000) and FY 2011/12 (\$80,000), as presented.

Motion seconded by: Commissioner Jimenez.

The motion was unanimously approved (with Commissioner Livermore recusing).

#### **10. Approval to Develop and Release a Request for Proposals for Parents As Teachers Program Coordination Services**

Mimura presented this item to the Commission describing the recommendation, and stating that First 5 currently supports the PAT program through 7 sites in the community that utilize parent educators to implement home visitation and related services under First 5's Desired Outcome #1. He stated that coordination services are required to support the parent educators, and to assure the PAT services are making the biggest difference for parents and their children. He described the scope of coordination services needed. He further stated that due to staff turnover, First 5 does not currently have a staff person trained in the PAT program to coordinate it, and thus the RFP is recommended.

Commissioner Thompson asked if there was someone in the community that could fill this position. Mimura responded that this is the hope and intention of the RFP. And, that candidates would not necessarily need to be currently trained in PAT to be considered, but could secure the needed training as part of the contracted services.

Motion made by: Commissioner Thompson to approve the development and release of an RFP for Parents As Teachers Program Coordination Services for an amount not to exceed \$25,000.00.

Motion seconded by: Commissioner Brown

The motion was unanimously approved.

#### **11. Executive Director's Report (Informational).**

Mimura presented a PowerPoint presentation (see Attachments) regarding relevant activities and issues about First 5, including: The upcoming TPAC meeting on July 15<sup>th</sup>; a Joint Funding Program Update; a reminder of the Ethics training for Commissioners; State First 5 Programs Update; First 5 Minigrant RFPs that are in development; Children's Bill of Rights marketing efforts at the Merced County Fair; Early Learning Advocacy Day June 15; and Event Sponsorship Funding. Mimura read portions of a thank you letter from the Downs Syndrome Association of Central California that graciously thanked the Commission and illustrated the big difference that First 5 funding made for families with young children with Downs Syndrome.

Mimura asked if Gaye Riggs would like to share about her experiences with the Early Learning Advocacy Day, particularly the Spanish-speaking family child care providers. Riggs stated it was a wonderful trip and we had a very good turn out from Merced County. She expressed how proud she was of the family child care providers, the follow up efforts that

have occurred subsequent to the Day, and the increased willingness to share the importance of the work they are doing.

Mimura shared that Kacy Johnson from Univision was in attendance and asked if he wanted to share any thoughts on the upcoming partnership. Johnson stated Univision's big commitment to the campaign and noted the success in education as being especially important considering things like our high drop out rates. It is important to get the word out about the importance of education, starting with 0-5 year olds and their families. He asked if there any efforts to raise awareness of autism or Downs Syndrome. Mimura shared that there are and that we can connect you with them.

## **12. Commissioners' Reports (Informational).**

Commissioner Vice-Chairperson de Long went around the table and asked if there were any other comments from any of the Commissioners. Commissioner Thompson will be on vacation during the next Commission Meeting. Commissioner Williams stated she failed to mention during her introduction that she facilitates the Community Resource Council in Los Banos that meets the second Wednesday of each month. Dr. Livermore stated that the number of cases continues to rise, with Merced County having 32 reported cases with 3 under investigation. He acknowledged Richard Rios and Health Department staff for their efforts on this. He stated children in their first year are most vulnerable; the highest case rate is among Hispanics; and H1N1 vaccines continue to be offered at the Department of Public Health Clinic.

Commissioner De Long thanked everyone for their attendance at this monthly meeting.

Next meeting scheduled for August 9, 2010 at 5:30 p.m. in the First 5 building, located at 676 Loughborough Dr., Merced.

The meeting was adjourned approximately 6:30 PM.

## **Attachments**

- **Item 8: Proposed Partnership, Joint Funding Partnership with Univision for the "Es El Momento" Educational Campaign**
- **Item 11: Executive Director Report presentation**