

**FIRST 5 SAN LUIS OBISPO COUNTY
CHILDREN AND FAMILIES COMMISSION**

COMMISSION MEETING MINUTES

June 22, 2016 (Approved September 28, 2016)

Current Commissioners Present

Bruce Gibson	SLO County Board of Supervisors
Penny Borenstein, M.D.	SLO County Public Health Department
Janet Murphy	Community at Large
Tracy Schiro	Children's Services Network
Melinda Sokolowski	Child Care Planning Council
Bob Watt	Community at Large

Commissioners Absent/Excused

James Brescia	SLO County Office of Education
James Forester, DDS	Medical Representative (Central Coast Dental Society)
Lee Collins	Department of Social Services

Staff Present

First 5 staff: Wendy Wendt, Jason Wells, Misty Livengood
Commission Evaluator: Tom Keifer
Commission Counsel: Ray Biering

Call to Order

Chair Gibson called the meeting to order at 4:06 PM.

ITEM 1 –Chair Comments

Commission Chair Bruce Gibson commented that this is the last Commission meeting of the fiscal year and beginning of summer recess. The next First 5 Commission meeting will take place on September 28, 2016.

ITEM 2 - Public Comment – Items not on the agenda

Mary Squellati, CAPSLO (Oceano Family Resource Center) thanked Commissioners again for allocating funds to support Health Navigators over the past three and a half years. She has learned a lot and has found the project very meaningful. She expressed hope that there will not be too long a gap before launching the Early Childhood Family Advocates funding program. Looking over the last three years, she has seen a large need for translation, transportation, and advocacy preferably by bilingual/bicultural staff. She added that on a

personal note, she has increased her understanding about early childhood development over the past three years in a way that has better prepared her in her new role as a grandmother.

Commissioner Watt commented that it is important to recognize that two distinct and important skill sets are needed: translation and interpretation. Translation is focused on written documents; interpretation is a live-time verbal exercise in the context of conversation (e.g. between a patient and doctor).

ITEM 3 – Commissioner Comments/Announcements

Commissioner Borenstein announced appreciation for the SLO County Board of Supervisors' recent vote of support to address Zika Virus risks in the county. The Board allocated \$50,000 for mosquito monitoring through the Vector Control program. She received updated numbers today: 750 cases in U.S. residents; 60 in CA (all are travel-associated, 15 of these are pregnant women). There is a projected cost of \$1 million over the life of one baby with microcephaly (caused by Zika infection in pregnant mothers). Public Health is paying close attention and working with the OB community. She advised First 5 to stay informed on the situation. This is the first infectious disease with birth defect links in half a century.

ITEM 4 (ACTION ITEM) - Consent Agenda

- a. Approval of the May 25, 2016 Minutes
- b. Approve one-year contract amendment for Evaluation Services: Keifer Consulting
- c. Approve correction to 2016-20 Financial Plan Update

Public Comment: None

Commissioner Borenstein made a motion to approve the Consent Agenda. The motion was seconded by Commissioner Watt and passed unanimously.

ITEM 5 – Director's Report

Executive Director Wendy Wendt gave a summary of the FY15-16 year-in-review and a list of activities in the coming year.

News affecting early childhood: Health care coverage for all CA children, increase in Minimum Wage, CA State Budget (increase in child care slots and reimbursements), changes in CA Family Leave law, New tobacco regulations, possible tax changes.

FY15-16 Highlights: \$1.75 million invested in early childhood programs, Strategic Plan 2016-20, IMPACT, Talk-Read-Sing, Raising of America, Hands-on Heroes, New Commissioners/Interns, state/regional gatherings, local coalitions, every-day advocacy

In the coming year: Contract start-up, new program investments, IMPACT, Talk-Read-Sing, Children's Share, Advocacy Agenda, New Evaluation Report Design, Website updates, Personnel enhancements

Commissioner Watt emphasized the important work of engaging the business community and connecting them with key areas of First 5 advocacy. He also requested that staff create talking

point cards for Commissioners that includes key message points related to First 5 – mission/program investments/advocacy efforts, etc.

Public Comment: None

ITEM 6 – Outreach and Communications Report

Outreach and Communications Officer Misty Livengood updated the Commission on various activities:

- Family Friendly Workplace advocacy – article in SLO Chamber Newsletter
- Early Literacy advocacy – letter of support to Paso Robles City Council re: funding for Children’s Librarian
- Communication re: community projects and events: Raising a Reader, PAPAs program, Hands-on Heroes
- Community Outreach – Summer schedule for First 5 booth at farmers’ markets
- Talk Read Sing update: Billboard, Movie Ads, bus ads, Blues Baseball Kidzone sponsorship and July 9 Talk Read Sing night, first gathering of a Talk Read Sing work group, article in Tolosa Press on First 5 and Talk Read Sing (compliments of Verdin Marketing), Talk Read Sing as the topic of July 7 Central Coast Voices radio program on KCBX.

Commissioner Gibson reminded staff to send Commissioners notification and copies when advocacy letters are submitted (e.g. Paso Robles letter of support). The FY16-17 Advocacy Agenda will help guide staff’s advocacy actions. Current advocacy policy authorizes staff to act on advocacy opportunities that are clearly aligned with the Advocacy Agenda (formerly called the Policy Platform). It is always prudent to consult first with Commission Chair and Legal Counsel, and then brief Commissioners on advocacy actions taken.

Commissioner Sokolowski invited participation by a member of the First 5 partner community in a new CAPSLO Papas Program Advisory Committee.

Public Comment: NONE

ITEM 7 (ACTION ITEM): Talk Read Sing Campaign – Phase II Funding Proposal

Ms. Livengood presented the action item, reiterated the goals of the project: broad-based messaging, outreach/materials/resources for individual families and programs. Phase I of the campaign has come in under budget – Commissioners had approved a \$30,000 allocation and actual expenses are at approximately \$20,000. The savings are due primarily to lower-than anticipated costs for billboard sponsorship, and for deferral on TV spots (First 5 CA continues to run a successful statewide TV ad campaign for Talk Read Sing).

Ms. Livengood presented a proposal for a \$25,000 allocation from the Systems Change/Advocacy/Public Awareness program line item to fund Phase II of the TRS Campaign:

<i>Talk.Read.Sing Phase II Funding:</i>		
Paid TV	3 mos. Air Rotation + Digital	(First 5 CA)
	(KSBY)	
Billboard Ads	1 Jr. Poster/Mobile/2 mos.	\$3,200.00
	(OUTFRONT Media)	
Radio Ads	2 Spanish/1 English Placement	\$5,000.00
	(To Be Determined)	
Movie Theater Ads	3 mos. Rotation/Renewals	\$3,000.00
	(Galaxy Atascadero & NCM Arroyo Grande)	
Blues Baseball Sponsorship	Season Title Sponsor Package – Continuing	(Already Paid)
	(Kid’z Zone + Free Foul Ball Night 7/9/16)	
Video Profiles	(To Be Determined)	\$4,800.00
Additional Marketing Items	Partner & Family Cling Signs Campaign	\$1,500.00
	Adhesives for Baby Changing Stations Campaign	\$2,000.00
	“Let’s Talk About...” Onesies	\$5,500.00
	TOTAL INVESTMENT:	\$25,000.00

Commissioner Borenstein inquired on evaluation of campaign effectiveness and message uptake by the public. Ms. Livengood outlined plans to track analytics on traffic to the First 5 TRS web page, and other means to gauge message saturation during Phase II. She and other staff and members of the public attending the Commission meeting gave and examples of community message recognition (e.g. neighbors, family members, retailers).

Commissioner Watt asked if there are qualifications for businesses posting a TRS sign? Ms. Livengood responded that posting a TRS is an indication of a business’ buy-in to the concept. Ms. Wendt added that First 5 SLO County’s spring intern from Cal Poly had developed a brochure with tips for businesses on how to create TRS-inspiring environments or activities. Commissioner Gibson pointed out that any business willing to put a sign up IS a TRS business.

Public Comment: Mary Squellati, CAPSLO, asked if the cling signs will be in English and Spanish. Ms. Livengood affirmed.

Commissioner Schiro made a motion to approve the Phase II Talk Read Sing Proposal. The motion was seconded by Commissioner Murphy and passed unanimously.

ITEM 8 (PUBLIC HEARING/ACTION ITEM) – Strategic Plan Review/Approval (Part B – Plan Narrative)

Ms. Wendt introduced the action item. She pointed out that this Narrative draft is an enhancement of the version submitted for initial review at the May 25, 2016 Commission meeting. The three Attachments referenced in the Table of Contents and summarized in the body of the Plan are scheduled for development over the summer and submission for Commission approval September 2016: Financial Plan*, Advocacy Agenda, Evaluation Plan)

**(Narrative to accompany Long Range Financial Plan approved May 25, 2016)*

Commission Comments:

- The Plan is an easy, concise, clear read
- Formatting and content keeps readers interested
- The Snap Shot of the First 5 Years is a nice addition
- The Cover Letter is well-crafted
- Overall, it is a useful public information tool that Commissioners intend to share in their various professional spheres

Commissioner Gibson questioned inclusion of the three Attachments (Financial Plan, Advocacy Agenda, Evaluation Plan) in the Table of Contents if they are still in development. Commissioner Borenstein suggested taking out the Attachment reference in the Table of Contents and adding a statement on the Attachment Summary page that directs readers to the First 5 SLO County website for access to Attachments (website can include a “Will be Posted Soon” until Attachments are completed and approved).

Commissioner Gibson requested scheduling a presentation to the Board of Supervisors when the Plan Attachments are complete.

Public Comment: NONE

Commissioner Murphy made a motion to approve the 2016-20 Strategic Plan Narrative. The motion was seconded by Commissioner Watt and passed unanimously.

ITEM 9 – Study Session: “Quality Counts”

Raechelle Bowlay-Sutton (County Child Care Planning Council) and Nancy Norton (SLO County Office of Education) presented on the work of the SLO County QRIS Consortium to build local capacity to measure and enhance quality in early childhood learning settings using a common set of standards. They described the initiative’s history at the local, state and national level, shared information on funding sources to support the work (primarily First 5 CA IMPACT, and block grants through the CA Department of Education), and outlined plans to

build a program of assessment, coaching, training and other professional supports to early learning providers and families-as-first-teachers.

Commissioner Borenstein asked if participation by sites is voluntary? Ms. Bowlay Sutton responded yes. She further asked if the program prioritizes a focus on the neediest communities. She elaborated by pointing out that it is likely that the programs that are already reaching quality standards will be more willing to sign up for participation. How to recruit others who need the quality assessment and improvement but will not want to access it?

Ms. Bowlay-Sutton explained a dual recruitment approach. During the initial year or two of the project while fine-tuning system operation and staffing, sites with active interest in participating will join. Once implementation methods have been more fully developed, program staff will take a more active approach to recruiting challenged or reluctant providers to participate.

First 5 Evaluator Thomas Keifer added that Family Child Care is a high priority in our project and many of these providers have missed out on traditional training/ professional development opportunities in the past.

Commissioner Watt asked if there is information available on how many informal/nonlicensed child care providers are operating in the county, and how might these programs participate?

Shana Paulson (CAPSLO) responded that part of giving families information on quality is to apply pressure on providers to work on quality. In her experience, Spanish speakers are our most dedicated learners. We anticipated that they will be at the forefront seeking opportunities to participate.

Commissioner Sokolowski commented that this is an exciting time as we work together to develop a comprehensive system, and praised Ms. Bowlay-Sutton for her tenacity and foresight to bring San Luis Obispo County into the QRIS arena over these past few years.

Public Comment: None

ITEM 10 (ACTION ITEM) -- IMPACT Program: Review/Approve 2016-18 Contracts

Program Officer Jason Wells introduced the action item. Two contracts are being recommended for Commission approval:

San Luis Obispo County Office of Education: Early education professional development opportunities and trainings (Social Emotional training for parents, early literacy coaching and expansion of Raising a Reader).

Amount: \$248,330. Duration: July 1, 2016-June 30, 2018.

Community Action Partnership of San Luis Obispo County: The Child Care Planning Council will deliver quality improvement services aimed at center based sites and coordinate SLO County IMPACT Consortium. The Child Care Resource Connection staff will deliver quality improvement services directed at family child care homes.

Amount: \$526,883. Duration: June 22, 2016-June 30, 2018.

Mr. Wells explained that the IMPACT program and funding from First 5 CA extends to FY 2019-20. First 5 SLO County staff recommends a two-year contract term for both agencies FY16-17 and FY17-18), with an expectation that a new two-year contract term will be developed for the balance of the IMPACT period. Mr. Wells also pointed out that a small portion of CAPSLO contract extends back into the current fiscal year, in order to accurately capture match related to start-up activities and deliverables.

Commissioner Gibson asked how the contracts will be evaluated. Mr. Wells responded that contracts include detailed scopes and deliverables related to the numbers of sites to be assessed/coached/provided with professional development supports.

Public Comment: Raechelle Bowlay-Sutton (CAPSLO – Child Care Planning Council) expressed that the two-year contract term allows for scope and deliverables to focus on two phases: 1) during the first half of the IMPACT program on start-up, preliminary assessments and professional training for participating sites, and 2) during the second half of the program on ongoing coaching, deeper professional development and more intensive individualized quality improvement activities.

Commissioner Borenstein made a motion to approve the IMPACT contract slate. The motion was seconded by Commissioner Watt and passed unanimously. Roll call vote was taken on each contract.

Program	Organization	2 Year Contract Amount	Yes	No	Abstain
IMPACT SLO	SLO County Office of Ed.	\$248,330	6	0	NA
IMPACT SLO	Community Action Partnership of SLO County	\$526,883	5	0	Sokolowski
TOTAL APPROVED AMOUNT		\$775,213			

ITEM 11 (ACTION ITEM) – IMPACT Program: Review/Approve Job Description for new IMPACT Administrator

Mr. Wells introduced this action item. He explained that with the IMPACT program comes a considerable increase in staff workload, including managing additional contracts, participating in activities of QRIS Consortia (SLO County, Regional HUB, State), coordinating public communications and participant recruitment in IMPACT offerings, etc. The proposed IMPACT Administrator will support existing staff and Consortium members on all elements of the project.

Commissioner Sokolowski commented that with the addition of this position, First 5 SLO County is catching up with other county First 5's that have sustained in-house staff focused on early childhood education efforts/advocacy/programs.

Commissioner Gibson asked if the position is term-limited for the life of the IMPACT grant program. Ms. Wendt affirmed.

Public Comment: Raechelle Bowlay-Sutton (County Child Care Planning Council) expressed support for the position, explaining that it helps ensure First 5's ongoing and active involvement in quality system-building at the local, regional and state level.

Commissioner Schiro made a motion to approve the IMPACT Administrator job description. The motion was seconded by Commissioner Sokolowski and passed unanimously.

Commissioner Gibson reminded staff that we will need to hold on recruitment until a salary schedule is approved. This will likely put off hiring until October following the September 28 Commission meeting. Commissioner Schiro has begun work on a salary study for all existing and future staff positions, to be completed over the summer.

Commissioner Watt asked what to do in the event that a potentially qualified candidate/s emerges earlier than October. Other Commissioners suggested a possible single-vote Special Meeting prior to September 28 to approve salary schedules.

ITEM 12 (ACTION ITEM) – Review/Approve FY 2016-17 Administrative Budget

Ms. Wendt introduced this action item. She pointed out that the draft administrative budget up for approval is similar to the draft submitted for first read at the May 25, 2016 meeting. The following minor changes were made:

- Salaries are slightly higher because of the Commission-approved 3% cost of living increase
- Legal services were dropped by a small amount, based on historic spending
- "Other Professional Services" decreased slightly due to lower-than-originally anticipated costs for a salary study, thanks in part to Commissioner participation in this exercise
- Shed Rental has been added into the rent/utilities budget line item
- Significant Value purchase line item decreased slightly as a way to offset the 3% salary increase
- Contingency line item decreased slightly

Public Comment: None

Commissioner Borenstein made a motion to approve the FY 2016-17 Administrative Budget. The motion was seconded by Commissioner Schiro and passed unanimously.

ITEM 13 -- Adjourn

6:21 p.m.