

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

**COMMISSION MEETING MINUTES**

June 27, 2012

**Commissioners Present (all)**

Penny Borenstein, M.D.	SLO County Public Health Department
Julian Crocker	SLO County Office of Education
Don Dennison	Children's Services Network
Bruce Gibson	SLO County Board of Supervisors
Mary Kern	Community at Large
Michael McNerney, M.D.	San Luis Obispo County Medical Association
Janet Murphy	Community at Large
Tracy Schiro	SLO County Department of Social Services
Melinda Sokolowski	Child Care Planning Council

**Staff Present**

First 5 staff: Susan Hughes, Jason Wells, Anne Collins; Commission Evaluator: Tom Keifer;  
Commission Counsel: Patricia Gomez

**Call to Order**

Chairperson Crocker called the meeting to order at 4:39 PM.

**Public Comment**

There was no public comment.

**Consent Agenda**

- 1) Approval of May 30, 2012 Minutes
- 2) Approval of Budget Adjustment Request in the amount of \$45,594.90 for MediCal Administrative Activities (MAA) revenue received for fiscal year 2010-11
- 3) Approval of Communications and Outreach Officer Job Description and Salary Study
- 4) Approval to extend the contract for one year (to June 30, 2013) between First 5 San Luis Obispo County and the County of San Luis Obispo for participation in the Medi-Cal Administrative Activities (MAA) program

Commissioner Gibson asked about the new Communications and Outreach Officer staff position, suggesting there should be a discussion about how to evaluate the effectiveness of the position. He also asked about the cost of benefits for the new position. Susan Hughes, First 5 Executive Director, advised that First 5 SLO County benefits are estimated at 33% and stated that benefits have been included in calculating total costs for the new position.

Consent Items 1-3 were considered together and Item 4 by itself. Commissioner Dennison made a motion to approve Items 1-3. The motion was seconded by Commissioner McNerney and passed unanimously. Commissioner Dennison made a motion to approve Item 4. The motion was seconded by Commissioner Schiro and passed unanimously, with Commissioner Borenstein abstaining.

## Oceano School Readiness Update

Erica Ruvalcaba-Heredia, School Readiness Coordinator, provided a review of the many School Readiness (SR) programs located at Oceano Elementary School, including Transition to K, Hora de Literatura, First 5 Fridays Workshops, and Principal's Coffee Hour. Yecenia Silvas, SR Family Advocate, also spoke about her duties: providing information and assistance to families, making referrals to resources, and assisting Ms. Ruvalcaba-Heredia at various events.

Three Oceano Elementary parents also spoke. Alma Herrera spoke about the Parent Shared Leadership program and also about how she has learned the importance of reading to and teaching her grandchildren. She said she and her husband also attend the First 5 Fridays Workshops and find the information very valuable. Juanita Garcia spoke about the value of the SR programs, including the Parent Shared Leadership program and Hora de Literatura. She noted her daughter attended the First 5 preschool and it prepared her very well for Kindergarten. Alma Camacho also spoke about what she has gained from the SR programs and how much she appreciates the support and assistance provided by Ms. Ruvalcaba-Heredia and Ms. Silvas.

Ms. Ruvalcaba-Heredia noted the Oceano parents want to be very involved, are meeting regularly, and are planning to put together a resource binder for other parents. She also extended an invitation to Commissioners to visit the Oceano Elementary School Readiness site.

Linda Hogoboom, Oceano Neighborhood Team member and LMUSD nurse, reported that she gets calls from agencies and non-profits who want to provide information to parents in the Oceano area, and she refers them to Ms. Ruvalcaba-Heredia. She said she gets very positive feedback about successful outcomes, such as large turnouts by parents for educational events.

Commissioner Sokolowski asked about unmet needs in Oceano, as expressed by parents. Ms. Silvas noted that when she started, there were many more resources available for parents, but many services are going away. She spoke specifically about difficulties faced by parents who are homeless, as well as those who can't find affordable childcare.

Commissioner Dennison asked about Family Resource Center (FRC) partnerships, including with the SR program. Ms. Silvas and Mary Squellati, South County SAFE, noted that the Oceano FRC partnering agencies include CAPSLO, LMUSD, County Mental Health, County Child Welfare Services, and even Hospice. Ms. Silvas noted it's not uncommon to have a family with critical and urgent needs, and the groups work well together, to provide immediate assistance. Ms. Silvas also spoke of a mother referred for counseling who learned how to more appropriately discipline her children and is now self-confident and involved with SR activities.

Commissioner Gibson noted that in his work with Maria Mendoza in Cambria, he sees how support for the parents translates into support for the children, and he encouraged bringing elected officials to leadership classes, so parents can learn that public officials are here to serve. He also asked whether the SR programs are bilingual. Ms. Ruvalcaba-Heredia noted that Hora de Literatura is bilingual and parents are encouraged to practice their English there, but the parenting classes are conducted in Spanish. She also noted that the children are all learning to be bilingual. She explained that in a year's time, Spanish-only speaking preschoolers become bilingual and are very ready for Kindergarten.

Commissioner Sokolowski asked if fathers are being engaged. Ms. Ruvalcaba-Heredia noted that because classes are conducted during the day, most of the participants are mothers. She said that next year they plan to offer evening classes to which both mothers and fathers will be invited, but there still might be challenges getting fathers to attend, for various reasons.

## **Children's Bill of Rights**

Wendy Wendt, Consultant, led a follow-up discussion regarding the process that might be used to develop a local Children's Bill of Rights. She reviewed six suggested steps: 1) Form a co-sponsor group of multi-stakeholder networks, 2) Build a steering committee, 3) Convene the steering committee to plan forward, 4) Host community focus groups, 5) Update co-sponsors on progress, 6) Ratify, endorse, and act.

Commissioner Murphy made a motion to move forward with Children's Bill of Rights planning, using the process as outlined by Ms. Wendt. The motion was seconded by Commissioner Gibson and passed unanimously.

## **2012-13 Proposed Administrative Budget**

Susan Hughes reviewed the proposed 2012-13 budget in the amount of \$1,897,277, which includes a total administrative operating budget of \$454,977 (an increase of 6.6% from the current fiscal year) and a total program budget of \$1,442,300. She also explained that by allocating \$208,729 of administrative costs to program and evaluation per GFOA guidelines, the Administrative cost is projected to be 12.98%, which is below the Commission guideline of 15%.

Commissioner Gibson asked what would happen if funds are needed for something unexpected since the contingency line item has been eliminated in this budget. Ms. Hughes explained that certain budgeted amounts are generous and some funds could be shifted if needed.

Commissioner Schiro made a motion to approve the administrative budget. The motion was seconded by Commissioner Gibson and passed unanimously.

## **Annual Strategic Plan Review—Revised Financial Plan**

Susan Hughes introduced an annual review of the Commission's Strategic Plan, noting it is mandated by the Children's and Families First Act.

She reviewed Financial Plan assumptions for 2001-2015 for both revenue and expenditures. Revenue estimates were based on new state projections as well as additional MAA revenue received this month. Expenditures included 2-year contracts that were rolled into the current year, increased evaluation expenses, and an increase in the administrative budget (for staffing and benefits). She also noted that expenditures for Advocacy Planning activities are now included through the end of the planning period (year 20) rather than eliminating them in the final three years of the plan.

There was no public comment.

Commissioner Borenstein made a motion to approve the revised Financial Plan for 2011-2015. The motion was seconded by Commissioner Murphy and passed unanimously.

Ms. Hughes then spoke about unspent funding totaling \$1,834,350 from contracts ending in 6/2011, and reviewed a table which provided details about the unspent funding.

Ms. Hughes suggested a continuation of the discussion at the August Commission meeting. She also asked Commissioners to think about how much money they would like to designate as a fund balance through the upcoming years. She explained that other First 5 county commissions have various approaches regarding how much money they hold as fund balances (such as 3 years of operations). She also noted that First 5 staff plans to review current contract spending at the end of this fiscal year (year one of 3-year contracts) to understand fund balances for years 2 and 3. Likewise, she said staff plans to revisit programs and strategies that were not funded in the current Strategic Plan, because they were determined to have lower priority by the community planning groups.

Chairperson Crocker asked whether some of the programs were over-allocated, and Ms. Hughes stated that was possibly the case for Children's Health Initiative (CHI), but for others the unspent funds are more connected to unexpected impacts, such as staff vacancies. Jason Wells, First 5 Program Officer, noted that as the current fiscal year ends, it will be easier to judge whether currently funded programs are spending close to their allocated amounts.

Commissioner Borenstein asked about the large unspent funding amount under the Oral Health Initiative. Ms. Hughes noted the money was allocated to Oral Health planning over a two or three-year period, but when the TCE grant was received, less of the planning money was ultimately needed.

Ms. Hughes stated they would provide follow-up information in order to continue the discussion at the August Commission meeting.

### **Annual Strategic Plan Review—Planning Activities**

Jason Wells explained that when the current Strategic Plan was developed, it included planning activities that were to be developed at a later date. He then provided an update on the development of the positions of Health Navigator and Health Access Trainer (formerly Health Coordinator). He noted that staff have been working with a consultant from Strategies and also has convened a Community Design Team. He detailed the responsibilities of the Health Navigator position, explaining that the desired result is to help families without insurance connect with health care services and coverage. He also detailed the responsibilities of the Health Access Trainer, who would train other family advocates and groups so they can understand the healthcare system in SLO and better serve families.

Commissioner Schiro questioned the need for someone to navigate health coverage options with Healthy Kids and Healthy Families ending, leaving only Medi-Cal. Commissioners Borenstein and McNerney noted they saw the positions as having a broader role, in connecting families with various health care resources. Commissioner Sokolowski suggested the Community Design Team would benefit from including ECE staff from Head Start/Early Head Start because they already play a huge role in connecting families with health related resources.

Discussion regarding Beginnings Plus and other planning activities currently under development was postponed to the next commission meeting.

### **Roadmaps to Health Prize Video Viewing**

Commissioner Borenstein introduced a "Roadmaps to Health" video submitted by the SLO County Public Health Department to the Robert Wood Johnson Foundation and which highlights SLO County's projects dealing with health issues.

### **Commissioner Comments and Announcements**

There were no commissioner comments.

### **Adjournment**

The meeting was adjourned at 7:24 PM.

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*All materials referred to in these minutes, as well as an audio recording of the meeting, are available at the First 5 SLO County office. Call (805) 781-4058 for information. **The next Commission meeting will be:** August 22, 2012, from 4:00 to 6:30 PM at the SLO County Dept. of Social Services, 3433 South Higuera St., Room 115, San Luis Obispo.*