

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

**COMMISSION MEETING MINUTES (Approved Jan 28, 2015)
December 3, 2014**

Commissioners Present

Julian Crocker	SLO County Office of Education
Penny Borenstein, M.D.	SLO County Public Health Department
Mary Kern	Community at Large
Janet Murphy	Community at Large
Michael Mc Nerney, M.D.	American Academy of Pediatrics (FAAP)
Melinda Sokolowski	Child Care Planning Council
Bruce Gibson	SLO County Board of Supervisors
Tracy Schiro	Children's Services Network

Commissioners Absent/Excused – Lee Collins, Department of Social Services

Staff Present

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

Call to Order

Chairperson Crocker called the meeting to order at 4PM.

ITEM 1 - Adoption of Agenda

Commissioner Gibson made a motion to adopt the Agenda. The motion was seconded by Commissioner Kern and passed unanimously.

Chairperson Comments & Update

none

ITEM 2 - Public Comment

There were no comments from the public.

ITEM 3 - Consent Agenda

1) Approval of the October 22, 2014 minutes

Public Comment: None

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

ITEM 4 – Staff Report

Staff updated the Commission on recent updates at First 5 SLO County:

- Hands-on Heroes Nominations being accepted as of December 1, 2014
- D.E.A.R. Day (“Drop Everything and Read”) held on October 31, 2014 at both School Readiness sites, appearance by children’s author Shalini Singh Anand
- Four new Children’s Bill of Rights endorsements: Grover Beach City Council, WIC, YMCA South County, Cal Poly ASI Children’s Center
- P5 Children’s Advocacy Network (P5 CAN) Launched November 7, 2014 with Forum on Parental Substance Use: Impacts and Supports for Young Children
- New shipment of Kits for New Parents now in and being distributed
- Paso Robles Uptown Family Park open; ribbon cutting scheduled for December 4, 2014

Public Comment: None

ITEM 5 – Presentation: 2014 Outcome Evaluation Report Draft Overview

Tom Keifer, Evaluation Consultant, distributed draft copy of the 2014 Outcome Evaluation Report. Commissioners will review and take action at January 28, 2015 meeting.

Commissioners requested a PDF of the draft report.

Public Comment: None

ITEM 6 - Strategic Plan Discussion

The Commission continued discussion regarding the strategic planning process (scheduled to begin in 2015) by reviewing current strategic plan, evaluation findings and future financial projections; and considered 2015 planning timeline/tasks

Wendy Wendt, First 5 Executive Director, initiated Commissioner discussion with a question: "What do you view is Our Purpose as First 5?"

Following are Commissioner responses:

- Champion in the community for children in their first five years of life. Without First 5, who would be the voice?
- We're here to do what we can for the most vulnerable, not just allocate funds but also to look at this process – what could we do differently? We are the voice/champion, and to the extent we can, provider for those who need it the most.
- Children matter A LOT. Bring funding for needed services for kids in our community. If not us, then who? Opportunity to build capacity. Ultimately to set it up so it works great, and are then able to walk away when the funding runs out.
- We are uniquely poised to be the advocates for the general population on how important the first 5 years are in setting the foundation for longer term outcomes. And we provide support in any way we can.

Jason Wells, First 5 Program Officer, and Tom Keifer, Evaluation Consultant reviewed the current 2011-2015 strategic plan framework, and highlighted each current initiative area with key findings from the 2014 Outcome Evaluation Report draft: Health, Oral Health, Perinatal Substance Abuse Prevention, Special Needs, and School Readiness.

- Chairperson Crocker and Commissioner Borenstein suggested that, when appropriate and feasible, First 5 outcome reporting include data on what percentage of the total population is being served by specific funded programs. For example, what is the total population of pregnant women in SLO County in a year, and how many women are receiving breastfeeding education and support through the BABES program? What percentage of the total 2-5 year old population in the county are being reached by the First 5 Vision Screening and Treatment Program?
- Commissioner Murphy and Commissioner Gibson commented that as part of strategic planning, First 5 should use program outcome data (both for identifying successes and flagging persistent gaps) to build its advocacy priorities and message points.
- Commissioner Sokolowski commented on the inherent challenge linking First 5 funding directly with some outcome indicators, especially those associated with community partnerships such as programs and activities under the Oral Health Initiative. Chairperson Crocker highlighted another example in School Readiness programs -- can First 5 take credit for increased school performance at Georgia Brown and Oceano Elementary Schools?

- Chairperson Gibson introduced a question for consideration throughout the strategic planning process: If First 5 launches a successful initiative, how can we help integrate it and at what point can we move on?

Ms. Wendt highlighted key financial factors to consider in strategic planning:

- Program investments within the current strategic plan are approximately 49% School Readiness, 29% Health, 9% Perinatal Substance Abuse Prevention, 7% Special Needs, 6% Oral Health.
- Program Contracts comprise approximately 75% of the current annual budget (plus an additional 10% for program-related administration); Advocacy Activities are currently at 2%.
- Long-range projections of future tax revenue projections continue to indicate a steady decline in the coming years.

Commissioners were in agreement that the Strategic Planning process should be organized around the five initiative areas within the current Strategic Plan. Discussion/deliberation within each area should include analysis of current data (both First 5 program evaluation outcomes and data reflecting demographics and need in the target 0-5 population), and consideration of ways to address the reality of decreasing tobacco tax funds. Commissioner Gibson posited that First 5 has a strong case to make for the cultivation of a sustainable local stream of funding in partnership with the public sector.

Commissioners recommended including an analysis of “how SLO County 5-year olds are doing” as a model for advocacy and evaluation.

Public Comment: None

ITEM 7 - Commissioner Comments and Announcements

Chairperson Crocker welcomed Ms. Wendt in her new role as First 5 Executive Director.

ITEM 8 – Farewell to Commissioner Julian Crocker

Commissioners, staff and members of the public commended Chairman Crocker on his years of visionary leadership and service to children of all ages in San Luis Obispo County, and particularly his work as a founding Commissioner at First 5.

ITEM 11 - Adjournment

The meeting was adjourned at 6:28 p.m.

*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: January 28, 2015, from 4:00 to 6:30 PM at the County Office of Education Board Room, 3350 Education Drive, San Luis Obispo, CA 93405***