



**November 30, 2009
Commission Meeting Minutes**

Commission Members Present:

Paul Tichinin	Mary Elliott	Tammy Scott
Diane Pauli	Jeremy Mann	Lucresha Rentería
Alison Glassey	Jim Levine	

Staff Present:

Ashley Hileman	Terri Davis	Anne Molgaard
Natalie Swiencki	Roseanne Castro	

Public Present:

Linda Nagel	Sarah Costa	Iliana Mora
Jill Carey	Suzy McConnell	

ITEM 1 Tour of Nuestra Alianza de Willits

Commissioners, staff and guests met Nuestra Alianza President, Dina Hutton, and staff person Reina Brito for an informational presentation on the Family Resource Center's (FRC) sixteen programs and services.

Ms. Hutton explained that Nuestra Alianza was formed out of her Mendocino College English as a Second Language (or ESL) class. She said her students expressed a need for services specific to the Latino population in the Willits area.

In 2002 the group received their 501(c) (3) status. They organized themselves with a sixteen member board of directors, most of whom were immigrants. All in-coming board members had no experience with non-profits.

The group's number one concern was homework assistance for their children. This need was especially true of newly immigrated families. Ms. Hutton said to meet this need the FRC offers after-school tutoring. Another popular program is the summer program for students ages 6-12. Each year a new teacher from Mexico arrives for the summer program to teach children entirely in Spanish about Mexican history, art, culture and sports. It was mentioned that although it is important for Spanish speaking children to have as much exposure to English as possible so they can gain a better understanding of the language, a Spanish lead course about the Mexican culture reinforces an appreciation for their culture helping to boost the child's self-esteem and connect them to their parents and grandparents.

The FRC expressed a need for teacher housing during the summer as it has been difficult to accommodate visiting teachers. Not all children who would like to participate in the program are admitted because there is limited space available due to cost.

Ms. Hutton stated that the FRC provides immigration assistance and referrals to meet the needs of the immigrant community. The FRC partners with Nuestra Casa, another FRC in Ukiah, to

schedule the Mexican Consulate *matrícula* events. *Matrículas* are identification cards for Mexican citizens which can be helpful in obtaining a bank account and loans. The FRC also offers multiple services for family education on health, finance, literacy, parenting, gang prevention, youth activities and translation.

Ms. Hutton stated that specific to the 0-5 population, Nuestra Alianza would like to work on making the local play groups Latino friendly but with the lack of funds and staffing it has been difficult. Ms. Hutton stated that Nuestra Alianza has three part-time staff members and a budget of \$80,000 for all of its programs.

Nuestra Alianza would like to collaborate with the Willits Senior Center as there are many Latino seniors who are shut in away from the community due to language barriers and lack of a strong support system. The other need expressed by staff was child care within the Latino community, in addition to transportation needs.

ITEM 2 Welcome and Introductions by Commission Chair, Lucresha Rentería

Those present introduced themselves.

ITEM 3 Public Comment on Non-Agendized Items

None

ITEM 4 Consent Calendar (*Action*)

- A. Approve Agenda
- B. Approve Draft Minutes of October 28, 2009 Commission Meeting
- C. 2010 Evaluation Contract

Motion was made to approve the Consent Calendar. Motion/Tichinin, Second/Elliott. Passed.

Maximize Operational Effectiveness (ITEMS 5 –8)

ITEM 5 Director's Report

1. Anne Molgaard, Executive Director, reported that former Speaker of the Senate Don Perata has decided to propose a \$1 tax on tobacco with no Proposition 10 backfill. The tax would benefit cancer research. Executive Director Molgaard explained that Proposition 10 backfilled Proposition 99 a previous cancer support proposition. Former Senator Perata did not propose that First 5 be backfilled due to some negative publicity about First 5 (despite the fact that the voters supported First 5 by defeating Proposition 1D May 2009). This proposal is in the process of getting certified to be on the June 2010 ballot.

The messaging that is going out is (1) Proposition 10 already has a declining funding stream (2) First 5's work to support tobacco cessation and cut down on second-hand smoke and (3) this will directly hurt kids because of all the programs First 5's offer.

2. New Morning Montessori sent a photo album for their \$750 for their garden project. The album was circulated.
3. The Pediatric Dental Initiative (PDI) has served 1,530 patients this year, 355 children from Mendocino. PDI is recruiting a Dental Director. Executive Director Molgaard shared information about a recent PDI fundraiser, the annual Make Kids Smile luncheon that was held in October. PDI spent \$11,620 on the event and netted

\$64,780 with a profit of \$53,160, not including staff time. They had three staff people and volunteers working the event. Executive Director Molgaard stated that this serves as an example of the effort that goes into a fundraiser and what outcome can be achieved.

4. 2-1-1 data update has been sent to the database company for uploading. Executive Director Molgaard reported that www.211Mendocino.org has been reserved for the programs website. 2-1-1 presentations will be made from January through March 2010. Staff has contacted County Counsel to inquire if paid advertisements can be placed on the website to reduce ongoing costs.
5. Ashley Hileman, Nutrition & Fitness Coordinator, and Erica Neyland, Community Outreach Coordinator year of service will end in December. Ashley Hileman will continue in her position until March. New VISTA's arrive in February. They will fill the Nutrition & Fitness Coordinator, Community Outreach Coordinator, the Family Resource Center Network VISTA, the Children's Action Committee VISTA positions. Executive Director Molgaard stated that temporary housing is needed for the four new VISTA's for the first three weeks in Mendocino County while they find permanent housing.
6. Executive Director Molgaard solicited input from the Commission regarding the Policy Council on Children and Youth (PCCY) and how to make the council a more effective policy influencer. Commissioners stated that staffing and a strong Steering Committee could strengthen the council's effectiveness.

ITEM 6 Fiscal Report (Action)

After review and discussion, motion was made to approve July, August, and September, 2009 Fiscal Reports. Motion/Elliott, Second/Levine. Passed.

ITEM 7 Commission Bylaws (Action)

Executive Director Molgaard stated the updating of the Bylaws reflects the change in name from the Children's and Families First Commission to FIRST 5 Mendocino. Executive Secretary Roseanne Castro stated that reference to Public Health's direct role in supporting the duties of the Commission was removed because the Health and Human Services Agency, Community Health Services (formerly Public Health) no longer serves in this capacity.

Motion was made to approve the revised Bylaws. Motion/Pauli, Second/Mann. Passed.

ITEM 8 Annual Report To The Public

Natalie Swiencki, Communications Program Manager, presented a draft version of the video Annual Report. Program Manager Swiencki explained that this new format offers more versatility as the report can be linked to FIRST 5 Mendocino's webpage and to partner pages. This year's paperless format is environmentally responsible and will save FIRST 5 Mendocino \$1,100. The theme of this year's annual report is *prevention pays off*.

Commissioner Levine asked what method staff uses to evaluate the impact of the annual report. Executive Director Molgaard stated that comments on the report are tracked but no formal evaluation is in place. Staff reported that they will be able to monitor how many people visit the website using the annual report link that will be emailed. The information will not be specific to an individual but to a specific region of the county and state.

Commissioner Elliott expressed concern for individuals who do not have internet access. Staff responded that 80% of the intended audience for the annual report have email addresses. The target audience includes partner agencies throughout the county and providers that service children ages 0-5 and their parents.

After viewing the draft version of the annual report discussion ensued. Commissioners stated their concern regarding how fast speakers were talking, the small text on the page listing partners and how fast the page shifted.

Commissioners also suggested:having a post card or paper link to the annual report or a tri-fold handout of finger tip facts highlighting the four programs mentioned in the video to reach people who do not have internet access or who may not read through their email on a regular basis.

It was also suggested to have a survey or a mechanism for viewers to send their comments about the video. Commissioners also suggested adding a brief statement towards the end of the video on whom to contact to contribute to the programs mentioned in the video. Commissioners expressed concern about the programs and projects that were not mentioned such as the Family Resource Centers. Program Director Swiencki stated that during the introduction of the video it is stated that FIRST 5 Mendocino operates ten programs but that the video is only highlighting four programs. Staff stated that after much research, it was determined that the optimal length for a video annual report was four to five minutes. Staff had to work within these constraints to highlight only several programs. The draft video was approximately five minutes and thirty seconds long.

Staff will meet with the video production team from Berkeley to discuss revisions. The final version of the annual report will be completed by mid December.

Executive Director Molgaard stated that she in the process of scheduling time to present to Boards of Trustees of each school district around the county between January and March 2010. In addition, as part of the upcoming 2-1-1 presentations, Executive Director Molgaard stated she will include FIRST 5 Mendocino's Annual Report within the presentations she will make.

Children Ready to Learn

ITEM 9 Special Needs Project

Susan McConnell, Director of Child Development Services for Mendocino County Office of Education, presented the final figures for the Mendocino County Special Needs Project (SNP). Ms. McConnell stated that the state has not released their final numbers from the ten demonstration sites throughout California; without these figures no comparisons can be made among the ten sites.

(Commissioner Elliott leaves at 3:18 p.m.)

The program's name and logo resulted from a community action planning meeting in Willits and Covelo. The result was the Universal Screening Access WEAVE & WISH logo which stands for *We Encourage and Value Education* (WEAVE) and *Willits Inclusion Services for Health Development* (WISH). Willits and Covelo were chosen because the communities had to be within School Readiness areas. The services provided included: outreach to families; universal screenings including the *Ages & Stages Questionnaire* (ASQ) and *Ages & Stages: Social/Emotional* (ASQ:SE) and *Health Survey*; Parental Stress Index; Positive Behavior Support; Linkages with Raise & Shine; Interagency Case Management Teams; Playgroup Support; Formation of the Willits Inclusion

Team; Community Action Planning; and sustainability of screenings in Clinics. There were over 450 families served each year.

The partners included: the Mendocino County Office of Education; SELPA; Department of Health and Human Services; the Willits and Round Valley school districts; the Redwood Coast Regional Center; North Coast Opportunities Head Start and Early Head Start; Little Lake, Baechtel Creek and the Round Valley Indian Health Centers; and the Early Education Child Care programs in Covelo.

Ms. McConnell stated that for 2005-06 there were 311 children screened and by 2008-09 there were 466 children screened. Ms. McConnell thanked Public Health and Social Services and other partners for their help with screenings. In 2005-06 there were 65 Covelo children screened, 148 Willits children screened and 89 children from both regions were screened by partners. For 2008-09 there were 84 Covelo children screened, 186 Willits children screened and 179 children screened from both the Covelo and Willits regions.

Over the entire span of the SNP, 15% of the children served identified as Native American, 20% were identified as Hispanic/Latino, 42% were identified as White and 23% were identified as other. From the ASQ, the follow up recommended by domain was 26% Communication, Gross Motor was 10%, Fine Motor was 29 %, Problem Solving was 26% and Personal Social was 11%.

Ms. McConnell stated that the results from the WestEd follow-up survey show that 100% of the parents reported that SNP staff treated the families very respectfully, Spanish speaking staff were available, the culture was respected and the activities staff provided where appropriate. No other county received 100%.

For direct services, there were 3039 behavior consultations, 1077 Community Resource & Referrals where families were referred to food banks, housing, health clinics and to health insurance. There were 880 individuals serviced through case conference and child study team support services. 314 families were helped with general parenting education. Ms. McConnell stated that some of these reported figures are duplicated. Site visits were conducted by Jackie Hertz and Susan Kerr. Ms. McConnell reported that often times, multiple site visits were necessary to determine the child's need. In most cases the parents did not know how to handle behavior problems that had lead to problems in the preschool, head start or child care setting.

The Healthy Survey Results graph showed that most families reported having a medical home, indicating they have a primary care physician. Self report from parents indicated the greatest concern regarding their children's dental health and nutrition. For the Screening Summary, 49.8% of the children screened were boys and 50.2% were girls. There were no concerns for 74%, only 26% had a recommended follow up. With the use of the ASQ:SE screening tool, there were no concerns for 92% and follow up recommended for 8%. When broken down by gender, 65% were male and 35% were female. For the Parents Stress Index there were no concerns for 84% of children screened and 16% had a recommended follow up. 65% of the children needing follow up were boys and 35% were girls.

The final report will be made once the state data is received and compared against the local statistics with information regarding lessons learned. Commissioners suggested that the information be shared county-wide with school, social service agency and Family Resource Center administration.

ITEM 10 School Readiness

Iliana Mora, Family Literacy Liaison for the Mendocino County Office of Education, presented an update on the School Readiness (SR) program. SR worked with Raise & Shine, The Hanen Centre for Speech and Language intervention, California Preschool and Instructional Network, CARES, Triple P, Sports Play and Active Recreation for Kids (SPARK), Redwood Empire Association for the Education of Young Children (REAEYC). During county-wide community events SR staff distributed outreach and resource materials to families. Handouts include the ASQ, ASQ:SE, Literacy, nutrition and exercise information and health insurance. Staff attended the following events: the Kids Fair, Cinco de Mayo, Fun in the Sun, Imagination Library launch events, the county fair, WIC, Preschool Parent Nights, Family Expo, Pumpkin Festival, Blackberry Festival in Ukiah, Willits and Fort Bragg.

(Commissioner Scott leaves at 4:02 p.m.)

SR staff also provide outreach to Family Friend and Neighbor (FFN) child care providers. This classification is for unlicensed child care providers. Support for care providers was in the form of educational supplies. The goal is to offer the care provider information so they can better meet the need of the young children in their care by being able to determine what level the child is at and what activities are appropriate for them to expand their learning opportunities.

SR staff are also working with Transition Committees to help children with successful transition to a school environment. The Modified Desired Results Development Profiles (MDRDP), also known as the Kindergarten Entry Profile (KEP), are used to help children with successful transition from having no preschool and having preschool to the kindergarten environment. Stakeholders are kindergarten teachers, preschool teachers, principals, private child care providers, site directors and support staff. Covelo, Hopland, Nokomis and Willits each have a Transition Committees. Ms. McConnell stated all stakeholders agree with the value of these committees and they want to keep them in place.

Executive Director Molgaard stated that research indicates that the more communication between preschool provider, parent and kindergarten teacher the better that child will fare in the school environment. Ms. McConnell stated that information will be sent out to all schools she will meet with principals to discuss how Transition Committees can continue without SR staff since this is the final year of the program.

SR staff have set up Transition Events where children new to the school environment are given the opportunity to experience normal everyday school events before their school year begins. For example, children can visit the class room, the lunch room, library, board the bus, meet the teacher. Children are able to interact with the current kindergarten students. Willits has a program called *Come Learn About Kindergarten*, a kindergarten orientation program for parents. At early kindergarten registration events SR staff distribute tote bags or backpacks to families that contain books, tip sheets, a parent resource guide and school supplies. Healthy Kids Mendocino staff also attend these events to help families with health insurance.

Backpack materials are put together by the data gathered from the KEP, a questionnaire that teachers complete before November 1st.

Back to school nights, family literacy and Math Events to encourage families to partake in fun educational activities with each other. Staff developed twenty-six activities for these events.

SR staff also help with the McKinney-Vento Homeless Program. SR provides \$100 worth of clothing, a \$20 voucher and hygiene products for needy children. SR focuses on children 0-5.

Reading programs were held over the summer. There were six Library Literacy Events held at Nokomis, the Summer Reading Program at the Willits Library. Activities usually followed the reading session, resources were available for parents such as the Help is on the Way. There are different presenters at each event. Commissioners participated in a SR literacy activity.

Healthy Children

ITEM 11 Nutrition & Fitness

Item moved to the January 25, 2010 Commission Meeting.

ITEM 12 Commissioner Reports, Announcements & Additional Materials

Commissioner Rentería opened the floor for Commissioner Reports. Commissioner Tichinin discussed the growing budget deficit for California and how programs and services will be affected in the coming months. Commissioner Tichinin stated that FIRST 5 will need to determine how funds are being spent, where there is the greatest need and where funds can be invested to have greatest impact. Commissioner Tichinin stated that Commissioners need to keep the budget deficit and spending guidelines in mind as the Commission moves forward.

(Commissioner Pauli leaves at 4:34 p.m.)

Commissioner Glassey stated she has enjoyed serving on the FIRST 5 Mendocino Commission and that her term expires in January 2010 and this may be her final meeting.

No other reports were heard.

Executive Director Molgaard stated that FIRST 5 staff will be in Willits on December 5, 2009 for the Holiday Express event.

There being nothing further to come before the Commission, the meeting adjourned at 4:37 p.m.