



March 29, 2010 - 1:00 p.m.
Commission Meeting Minutes
River Room, Mendocino County Office of Education
2240 Old River Rd.
Ukiah, CA 95482

Commission Members Present:

Mary Elliott	David Colfax	Paul Tichinin
Tammy Scott	Diane Pauli	Stacey Cryer
Lucresha Rentería	Jim Levine	

Staff Present:

Anne Molgaard	Christy Barron	Rebecca Floyd
Roseanne Castro	Adrienne Binder	
Natalie Swiencki	Kathryn Dornhouber	

Public Present:

Kitty Bruning	Linda Nagel	Jill Carey
Amy McColley	Sarah Costa	Camille Schraeder
Diana Taur	Maria Johnson	Laura Welter by phone at 2:41 p.m.

ITEM 1 Welcome & Introductions by Commission Chair, Lucresha Rentería
Commissioner Rentería called the meeting to order at 1:15 p.m. Those present introduced themselves.

ITEM 2 Public Comment on Non-Agendized Items
None.

ITEM 3 Consent Calendar (*Action*)
A. Approve Agenda
B. Approve Draft Minutes of February 22, 2010 Commission Meeting

Motion was made to approve the Consent Calendar. Motion/Levine, Second/Colfax. Passed.

Maximize Operational Effectiveness (ITEMS 4–5)

ITEM 4 Director's Report

1. Executive Director Anne Molgaard reported that Congressman Mike Thompson will visit the FIRST 5 Mendocino office on Tuesday, March 30, 2010 to discuss health care reform and the impact on families with young children. Those in attendance will include Megan Van Sant of Healthy Kids Mendocino and parents Jendi Coursey and Keith & Shelly Aisner, who were invited to discuss the critical decisions they have made for their families due to their children's health insurance costs.

(Commissioner Tichinin arrives at 1:17 p.m.)

2. Executive Director Molgaard stated that a measure to raid First 5 funding may be on the November ballot, but not in June.
3. Update regarding Raise & Shine Title IV E training funds. The appeal submitted to the state Department of Social Services regarding the decision to disallow funding for Triple P levels 2, 3 and 4 was accepted. Previously, \$250,000 for one year was used for five Triple P trainings for children with special needs, teachers, pediatricians and child care providers. Discussion regarding possible partnership with Mendocino College or College of the Redwoods for overlap year.
4. Healthy Kids Mendocino is in need of more funding. Alliance for Rural Community Health is doing a fundraiser.
5. Executive Director Anne Molgaard introduced Adrienne Binder, Nutrition and Fitness Advocate VISTA. Ms. Binder discussed the Human Race for 2010 that will take place at the Mendocino College on May 8, 2010 to benefit Healthy Kids Mendocino. Packets were distributed to Commissioners.
6. Executive Director Molgaard reported that she met with Xochilt de Martinez, Chair of the Board of Directors for Nuestra Casa, and Luis Celaya, the interim Executive Director of Nuestra Casa.
7. Discussion held regarding decreased funding for FIRST 5 Mendocino, the deficit county budget and how this will affect partnerships and leveraging.

(Commissioner Cryer arrives at 1:40 p.m.)

Executive Director Molgaard stated that FIRST 5 Mendocino will need to reexamine its priorities as the county budget is reworked.

Commissioner Levine shared that he attended the Water Cooler Conference in Sacramento. Family visitation and child care workshops were offered at the conference. Guest speakers included Susie Buffett, founder Buffett Early Childhood Fund and Sherry Lansing, founder of Sherry Lansing Foundation and former CEO of Paramount Pictures who spoke about philanthropy. Overall discussion centered on reform and the budget crisis facing California.

ITEM 5 Fiscal Report (*Action*)

Executive Director Molgaard shared a report on funds held at the Community Foundation of Mendocino for Imagination Library and Healthy Kids Mendocino. Staff will now distribute these reports quarterly.

Motion was made to approve January, 2010 Fiscal Reports. Motion/Tichinin, Second/Elliott. Passed.

ITEM 8 Special Funding Request – Summer Child Care Enrichment Program (*Action*)

As requested this item was heard first. Executive Director Molgaard stated that the Executive Committee reviewed Special Funding Requests.

Camille Schraeder, Board Member of the Potter Valley Youth and Community Center Family Resource Center (FRC) and Maria Johnson, Coordinator, provided background on the FRC's history and the current request before the Commission.

Ms. Schraeder stated that the overall goal for the FRC is to build the community's connection to Potter Valley as many families go outside of the community for services and schooling. Parents indicated a need for a summer child care program. After review, analysis, and fundraising it was determined \$8,073 would cover the cost of full-day summer preschool.

Ms. Schraeder stated that without this proposal there would be no pre-school program for children. The thirty-five children, ages 2 ½ to 5 years old who will be served by the Summer Child Care Enrichment Program, do not qualify for state pre-school.

Discussion held regarding out of cycle funding requests and balance available to meet those requests. Commissioner Tichinin suggested creating an out of cycle reserve for unanticipated needs.

Motion was made to approve the request in the amount of \$8,073. Motion/Tichinin, Second/Elliott. Abstain/Levine. Passed.

Knowledgeable Nurturing Community (ITEMS 6–11)

ITEM 6 Special Funding Request – Elk Children's Playgroup (*Action*)

Diana Taur, organizer of the Elk Children's Playgroup, informed the Commission of her background in early child hood education and interest in meeting the needs of young children in the rural community of Elk. Ms. Taur identified issues of isolation, lack of activities, families who are forced to home-school children due to lack of transportation. Ms. Taur shared that the community has a need for early child enrichment activities as Ellen Saxe, provider of family day care program on Greenwood Ridge retired in August leaving a gap for preschool activities. Ms. Taur stated her goal is to provide enriching activities to preschool age children.

The Commission asked about parent participation. Ms. Taur stated that the group will encourage parent participation to engage parents to help with children as done in a co-op setting. Ms. Taur stated that Greenwood Community Center is the fiscal sponsor for the group. Ms. Taur stated she intends to establish a scholarship for children whose families cannot afford the \$10 a day fee. The Commission expressed concern regarding sustainability of the group.

Business plan discussed. Commissioner Colfax expressed concern that the cost to attend the playgroup could make it economically discriminatory. Commissioner Colfax stated that he would like to see the playgroup be successful and believes that funding should be provided for capacity building to increase the likelihood that it will be available for any family.

Motion was made to modify the request to allocate up to \$3,000 for capacity building pilot, \$2,400 may be used for the purchase of supplies and materials that will remain in the name of the Greenwood Community Center and the remainder is to be used for the capacity building pilot. Motion/Tichinin, Second/Colfax. Passed.

ITEM 7 Special Funding Request – Newborn Hearing Screen Machine (*Action*)

Kitty Bruning, Nurse Manager for the Newborn Unit and Amy McColley, Charge Nurse at the Mendocino Coast District Hospital (MCDH), stated that California law requires all birthing departments to administer newborn hearing screen tests. The newborn hearing screen machine at MCDH is obsolete and will be unusable July, 2010. Ms. McColley explained that the machine is part of their licensure to operate the O.B. Department. Ms. Bruning shared that MCDH has budget limitations and is unable to fully cover the cost of a new machine. Ms. McColley stated that 90% of the population seen by MCDH is covered by Medi-Cal. Without this machine

patients will need to be referred to Ukiah for outpatient screening, but many will not be able to follow through.

With the newborn hearing screens MCDH finds about three to four infants a year with hearing impairment. Discussion held regarding early detection of special needs.

Ms. Sarah Costa, Early Start Coordinator of the Redwood Coast Regional Center (RCRC), stated that when any child is referred to Early Start, RCRC orders their newborn record including their newborn hearing screening. In many cases children with speech delays did not receive a hearing screen because at the time of their test the machine was out of service.

Motion was made to approve the request in the amount of \$5,250. Motion/Levine, Second/Colfax. Passed.

ITEM 9 Special Funding Request – Weekend Nutrition Program

Executive Director Molgaard stated a meeting was held on the north coast to address child hunger. This issue was raised in response to middle school children asking to take extra food home from school for younger children. Executive Director Molgaard stated that children under the age of five who are not in preschool are in need of food on the coast. Executive Director Molgaard stated, the problem is how to identify and serve these hidden children. Discussion held.

Commission offered the following feedback:

- FIRST 5 Mendocino Commission is interested in systemic institutionalized answer that is longer lived;
- Food For All Mendocino has momentum behind it and food stamps are a big part of a family's solution to hunger;
- How would the population/clients be identified?

This item will be heard at the next meeting when more information is available. No formal action was taken.

ITEM 10 Safe Passage Family Resource Center (*Action*)

Executive Director Anne Molgaard introduced Laura Welter, Executive Director for Safe Passage Family Resource Center (FRC), who joined the meeting via conference call from the Safe Passage in Fort Bragg, California.

Ms. Welter stated that the budget revision before the Commission was due to a decrease in hours for a staff member who is now working eight hours a week at the FRC. Ms. Welter requested to spend the saved money on the following items:

- To train facilitator, Tom Jelen, in Men, Infant and Children (M.I.C.) program, a program to help fathers parent. This program is operated by Golden Life Sierra Skills and is partly funded by FIRST 5 Placer.
- To send staff member to the Car Seat Technician Training.
- To purchase art supplies, healthy snacks and books for the Get Set for Kindergarten program that introduces school readiness activities to young children who have not attended preschool.

- To pay for the Mendocino Transit Authority, or MTA, Shuttle for April 24 to shuttle families between Day in the Park and Noyo Food Forest Earth Day, two community events on the same day.
- To purchase supplies for the Noyo Food Forest community garden at the FRC site
- Extra Staff Support

Commissioner Rentería asked if Tom Jelen is bilingual. Ms. Welter stated that she was not sure. Executive Director Molgaard expressed concern regarding the sustainability of M.I.C. and garden.

Motion was made to approve budget revision to reallocate \$7,025. Motion/Elliott, Second/Tichinin. Passed.

Commissioner Tichinin made a motion to train Tom Jelen in Triple P to increase synergy among parenting support services (training fee waived). Motion/Tichinin, Second/Elliott. Passed.

ITEM 11 Family Resource Center (FRC) Achievement Milestones

Executive Director Anne Molgaard introduced the Anderson Valley and Laytonville Healthy Start Achievement Milestone reports.

A one page sheet FRC background sheet was distributed to the Commission. As part of the FRC contracts, FIRST 5 Mendocino requires all FRC's to participate in the FRC Network, to be open year round a minimum of twenty hours per week and to be trained in FIRST 5 Mendocino information and referral for children ages 0-5. Executive Director Molgaard stated that beyond these requirements the FRC can then decide how they would like to spend the rest of the money.

Commission discussed the FRC's and the status of the Round Valley FRC.

ITEM 13 Communication Update

Natalie Swiencki, Communications Program Manager reported on the following:

1. FIRST 5 Mendocino's social marketing calendar.
2. Prenatal exposure to marijuana. Press release, Poster, PSA, and letters to all partners will go out this week. An outreach list was distributed to Commissioners. Commissioners suggested to add FRC's, laundry mats, grocery store windows, Wal-Mart, restaurants, schools, library, preschools, high schools, college, child welfare offices.
3. On Mother's Day, May 9th launch of Cheers to Me marketing campaign in partnership with local restaurants to increase awareness about Fetal Alcohol Syndrome.
4. Breast Start launch date will be determined shortly.
5. TV Turn Off now called Control Your Remote will take place in April, 2010. The theme will be to promote contracts between parent and child to encourage families to write it down and post it. Remind parents they are in charge and can set limits.
6. CAC will do the child abuse prevention outreach in April, 2010,
7. Imagination Library outreach will take place in September, 2010, literacy month.
8. 2-1-1 launch occurred in March, 2010
9. Smoke Alarm program. New contracts to fire departments. Three options will be given to fire departments.
 - a. Continue offering smoke alarms
 - b. Advise families to go to fire departments to pick up smoke alarms
 - c. FIRST 5 Mendocino will mail out smoke alarms to families

ITEM 12 Strategic Plan

Commissioners reviewed the key indicators used to chart Commission progress on goals to improve child health and development. Commissioners were asked to indicate what areas they want to know about. Commission examined the 2009 report and made suggestions for 2010.

(Commissioners Elliott and Cryer leave at 3:48 p.m.)

ITEM 14 Commissioner Reports, Announcements & Additional Materials

Paul Tichinin, Jim Levine, Diane Pauli, and Stacey Cryer swore their oath of appointment as FIRST 5 Commissioners before Supervisor Colfax.

Commission Rentería opened the floor for Commissioner Reports. No reports were heard.

There being nothing further to come before the Commission, the meeting adjourned at 3:53 p.m.