



May 28, 2010 9:00 a.m.
Commission Meeting Minutes
Conference Room, Stanford Inn, Mendocino

Commission Members Present:

David Colfax	Stacey Cryer	Mary Elliott
Jim Levine	Jeremy Mann	Diane Pauli
Lucresha Rentería	Paul Tichinin	

Commission Members Absent:

Tammy Scott

Staff Present:

Adrienne Binder	Roseanne Castro	Terri Davis
Kathryn Dornhuber	Kirsten Logan	Lydia Lopez
Anne Molgaard	Mary Petitt	Menaka Olson
Maya Stuart	Natalie Swiencki	

ITEM 1 Welcome & Introductions by Commission Chair, Lucresha Rentería

Commissioner Rentería called the meeting to order. 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 April 26, 2010 Commission Meeting
- C.** Fiscal Reports for March 2010

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

SETTING THE CONTEXT (ITEMS 4–5)

Commissioners clarified their goals for the meeting:

- To create a roadmap
- To prioritize
- To take initiative as the driver
- To focus priority areas
- To create conditional options that will allow for detours over the next three years
- To discuss potential partnerships

ITEM 4 Report Out on 2010 Key Leader Survey & 2010 Community Survey

2010 Key Leader Survey Results

The Key Leader Survey was sent out to 800 people with approximately 163 respondents. Respondents were from the following areas:

- 22.1% Program Administrators;
- 14.5% Early Childhood Educators;
- 14.5% Direct Service Providers;
- 9.2% Private Sector; and
- 5.3% Elected Officials.

Overall Pressing Issues

The four most pressing issues for parents, in order were:

- Parenting skills
- Child social-emotional health
- Enough time with child
- Child's physical health

The most pressing issues faced by children, in order were:

- Parent's social emotional health and tobacco, alcohol or other drug use
- Child's physical health (medical and dental)
- Child's social emotional health
- Child neglect
- Child abuse
- Healthy food
- Quality of child care

Overall Familiarity with FIRST 5 Mendocino Programs

According to survey results, the greatest familiarity, in order was:

- Healthy Kids Mendocino;
- Kits for New Parents;
- Family Resource Centers;
- Raise & Shine

Commissioner Elliott said that one respondent from her survey was excited about Imagination Library and said it was inspiring to parents. Executive Director Molgaard stated that the decrease in familiarity with TV Turn Off for this year could be attributed to the name change to Control Your Remote. Executive Director Molgaard said some programs are profession specific. For example, CARES and SPARK are exclusive to Child Care providers. Overall, awareness about FIRST 5 Mendocino programs has increased from 2007.

Issue: Children's Physical Activity & Obesity

To increase children's physical activity, respondents said FIRST 5 Mendocino should invest in:

- Safe play areas;
- Play equipment and training for care givers/parents;
- TV Turn Off and less total screen time incentives; and
- Walkability to schools

Commissioner Rentería stated that an important component of Safe Play Areas is the environment and cohabitants. She stated that in Fort Bragg the playgrounds are in unsafe areas.

Executive Director Molgaard stated staff and the community could take steps to improve the area working with law enforcement and passage of ordinances to improve the area.

Issue: Children's Obesity

How to prepare healthy meals and snacks was the highest response. Discussion held regarding access to healthy food and funding available for education and long term buy in for healthy eating. FIRST 5 will submit a small grant proposal to work with teen parents about nutrition and physical activity.

Executive Director Molgaard stated that working to change policy has been shown to be more effect than individual education. For example, a strategy to campaign against soda on school and legislative levels produce better results than individual nutritional education.

Issue: How to Reach Parents

Commissioner Elliott stated that parents she interviewed said they wish they had more computer access. Discussion held on the best methods to provide information. Commissioner Colfax stated that a study conducted by the University of Chicago showed that people don't read informational materials unless it is personally delivered by someone they trust; those who need information are not getting it. Commissioner Mann suggested exploring other information avenues such as texting, YouTube, Face Book and Twitter to reach parents who use these social networking sites.

Overall: Policy & Advocacy Issues to Pursue

The top issues recommended by survey respondents were:

- Universal Preschool
- Healthy Food
- Family Friendly Workplaces
- Quality early care
- Basic needs or health issues
- Parenting skills

Discussion held regarding policy areas.

➤ Adverse Childhood Experiences Study Policy Dinners

Commissioner Mann discussed the Adverse Childhood Experiences (ACE) Study conducted by Kaiser Permanente in San Diego that found a correlation between patients who experienced childhood trauma and who had poor health as adults. Commissioner Mann stated that the study shows how early childhood development is critical and has long term health benefits. Discussion held regarding strategy to pull in new advocates for children and the target audience of adult health practitioners and policy makers to volunteer, donate, support. Commissioners were invited to attend the events on Tuesday, June 15, 2010 in Fort Bragg and on Wednesday, June 16, 2010 in Ukiah. Commissioners were given invitations to hand out to colleagues.

2010 Community Survey Results

Discussion held regarding results. Most parents voiced concerns about how to balance working full time and raising children. Other concerns from parents were lack of transportation and resources in the community.

Commissioner Elliott stated the parents she interviewed seemed engaged. Commissioner Levine said he became more alert to the importance of quality child care. Commissioner Renteria said the cost of child care, lack of places to socialize toddlers to three year olds, and safety in the community were concerns for the parents she interviewed. Commissioner Cryer stated that parents she interviewed said they have experienced greater stress due to changes in income level and issues concerning marijuana.

Commissioner Colfax stated that surveys can often offer distorted views of what is going on in the county and these results represent a social welfare model of the county and do not accurately represent the underclass.

Commissioner Colfax stated that approximately 30% of Mendocino County residents run from social services agencies. Commissioner Elliott disagrees. Discussion held.

It was stated that there are a lot of resources available that people don't know about. Child Care could play an important role in connecting families to resources. Executive Director Molgaard asked Commissioner Colfax if FIRST 5 Mendocino should focus our services on the 30% who are not being serviced. Discussion held regarding marijuana culture of Mendocino County.

Possible items for discussion at future meeting:

- Planning for post marijuana economic crash (for possible discussion at next commission meeting)
- Limited resources
- What is return on investment to delay childbearing?
- Evolving demographic of 0-5. Latino population is growing more rapidly. Executive Director Molgaard stated that almost 40% of kindergarten children countywide speak Spanish in the home.

Discussion held on how to focus our resources and programs. Commissioner Pauli said she was skeptical on how this will work. Commissioner Renteria suggested that FIRST 5 Mendocino could focus services and programs to target families by social economic factors to determine where we spend our money. FIRST 5 Mendocino programs and dollars have been targeted to the lower income population of the county, although programs are open to all.

ITEM 5 Review Year 3 of the Current 2007-2010 Strategic Plan

A. Accomplishments/Performance Benchmarks

B. Budget to Actuals

C. Geographic Reach

Executive Director Molgaard presented data regarding 2007-2010 funding compared to the geographic spread of the 0-5 population in the county. Regions with less population received more than a per capita share of resources. The most populated region, Greater Ukiah, received

less than per capita. Executive Director Molgaard noted the only disparity was in the North Coast region and stated that more funding needs to be allocated in this region.

Commissioners reviewed the FIRST 5 Mendocino timeline showing activities and grants from the 2007-10 Strategic Plan period.

D. Indicators

Healthy Children

Executive Director Molgaard stated that in this outcome area, FIRST 5 Mendocino has spent money on: health insurance; developmental screenings for the Special Needs Project; grants to the breastfeeding coalition and to Food for All Mendocino to increase food stamp participation.

FIRST 5 Mendocino's investment in Healthy Kids Mendocino for 2007-10 was \$350,000.

According to the California Health Interview Survey from 2007: 47.7% of children 0-5 were on MediCal; 32% were insured through employer based coverage; 14% were covered by private purchase insurance; and there were no reports that children 0-5 were uninsured.

Executive Director Molgaard reviewed health data related to low birth weight, substance abuse before and after knowledge of pregnancy and obesity. When compared to the state, Mendocino County is double in tobacco, alcohol and marijuana use among pregnant women.

The Commission reviewed food security data. According to the 2010 Mendocino County Nutrition and Food Insecurity Profile of California Food Policy Advocates, 32% of children eligible for free and reduced lunch are not being served. According to this same source, 49% of those eligible for food stamps are not being served. Executive Director Molgaard stated that the food stamp participation rate is going up since Food for All Mendocino started.

Hospital Breastfeeding rates are going up. In 2006 Mendocino County had 74.3% exclusively breastfeeding and 93.5% with any breastfeeding. In 2007, this increased to 75.5% exclusively breastfeeding and 93.9% with any breastfeeding.

Knowledgeable, Nurturing Parents

Rates of child abuse/neglect are decreasing. Commissioner Elliott stated that she expects numbers will go up because of the unstable economy and stress. Commissioner Elliott stated that Mendocino County rates are higher than the state. In 2008 the rate of substantiated abuse and neglect of children 0-5, per 1,000 was 12.7 for California and 30.7 for Mendocino County. A decrease from 2007 where the State rate was at 13.9 and Mendocino County rate was at 36.7. Discussion held.

Foster care rates for children 0-5 have dropped. Commissioner Elliott stated that there has been a dramatic push to place children with other family members.

The Commission reviewed data regarding the Economic Status of Families. For 2009, the unemployment rate in Mendocino County was at 10.5 % and 11.4% for the state. Commissioner Elliott stated that unemployment rate does not account for under employed.

Children Ready to Learn

FIRST 5 Mendocino supports the following programs in this outcome area:

- School Readiness (SR) at the five SR sites:
 - Hopland
 - Brookside
 - Nokomis (South Ukiah)
 - Round Valley
- Social Emotional – Raise & Shine
- Imagination Library

Data reviewed and discussed.

Imagination Library

\$75,000 invested in Imagination Library. The program was launched in April, 2009. In June 2009 there were 925 children enrolled. By May 2010 there were 1,408 children enrolled. FIRST 5 Mendocino is enrolling approximately two children per day.

School Readiness

The Commission reviewed School Readiness data. Executive Director Molgaard stated that FIRST 5 Mendocino invested \$1.8 million over eight years at approximately \$225,000 a year. In 2003 SR sites went from 14% of children scoring advanced or proficient on the STAR English-Language Arts section to 38% of second graders scoring advanced or proficient in this area in 2009. Commissioner Tichinin discussed the matter further.

Higher Quality Child Care

FIRST 5 Mendocino invested in the Comprehensive Approaches to Raising Educational Standards (CARES) program from the pilot through the present (2001-10). The program offers a stipend to child care providers who stay in the field and continue their education. Executive Director Molgaard stated that FIRST 5 Mendocino is working to reach out to more Family Friend and Neighbor (FFN) child care providers but providers in this category are fearful of getting involved. Work with FFN's is subcontracted out to North Coast Opportunities Rural Communities Child Care but this has not been effective.

The Commission reviewed CARES data. In 2008, 1,308 children 0-5 were in child care center slots and 916 were in Family Child Care Home Slots. This is out of a total of 6,907 children 0-5, leaving 4,688 children 0-5 not in child care. Executive Director Molgaard stated that this is why there is a push for universal preschool because so many children are not covered. \$900,000 has been spent on CARES over the last three years. This represents FIRST 5 Mendocino dollars, matching funds from the state and AB 212 dollars from the Child Care Planning Council.

Knowledgeable, Nurturing Community

FIRST 5 Mendocino invested \$500,000 from 2007-10 in the following areas:

- Family Resource Centers
- Raise & Shine
- Safe Play Areas

Maya Stuart, Raise & Shine Program Manager, shared information about the Mom 2 Mom group for teen mothers of children 0-5, a drop in group at the Arbor on Main.

Executive Director Molgaard stated that FIRST 5 Mendocino has spent \$100,000 in matching funds for Safe Play Areas over last three years.

Maximize Operational Effectiveness

For 2007-10, \$1,543,000 in new funding was leveraged. Executive Director Molgaard highlighted these areas:

- MAA leveraged through public health.
- Imagination Library private donations totaled \$7,500, lower than expected but getting systems in place. Book marks distributed to Commission will serve as reminder to previous donors to sponsor a child for another year. This will be sent out with thank you letters.
- Leveraged \$450,000 from 2007-2010. Wage of \$800/month for VISTA members comes from the federal government directly to the VISTAs; not a cash match.

Shared databases include:

- FRC online database through the county;
- MCPHD immunization registry;
- Healthy Kids Mendocino RefTrak a way for clinics to follow what they are doing;
- CARES database;
- MDRDP also called Kindergarten Entry Assessments; and
- ASQ and ASQ:SE Assessment

Joint Projects for Seamless Services for children ages 0-5 include:

- Healthy Kids Mendocino
- Breast Start Mendocino
- Raise & Shine
 - Family Connections
 - BRONCO
 - R&S Network Partners
 - Head Start
- CARES jointly with the Child Care Planning Council, North Coast Opportunities and the two associations for the education of child care professionals, inland and coast
- Mendocino County School Readiness
- Special Needs Project

Commissioner Renteria asked about the state legacy programs. Executive Director Molgaard stated that the State is considering home visiting (in combination with federal health insurance reform), CARES Plus and another area that is not yet clear.

(Commission recessed for lunch at 12:23 p.m.; Commission reconvened the meeting at 1:26 p.m.)

DECISION MAKING (ITEMS 6-7)

ITEM 6 Prioritization and Strategic Plan 2010-2013 (*Action*)

A. Commission Signature Programs for 2010-11 only

1) Healthy Kids Mendocino

- 2) **Imagination Library**
- 3) **Raise & Shine**

B. Other Projects

- 1) **School Readiness.** Mendocino County Office of Education (MCOE) has submitted a proposal for mini grants for schools who offer transition activities to give away backpacks filled with school supplies to children entering kindergarten. Discussion held.
- 2) **CARES.** MCOE normally receives \$85,000 to fund the Child Care Planning Council and \$43,000 for CARES (subcontracted to FIRST 5 Mendocino to create a seamless CARES program). Currently no funding has been allocated to the Child Care Planning Council; it is not known if the program will continue.
- 3) **Family Resource Centers (FRC)** will need \$170,000 (\$30,000 for the FRC Network and \$20,000 for each of the seven functioning FRC's, not including Covelo.

Executive Director Molgaard stated that funding sources are: 1) \$800,000 from the State; Small County Augmentation dollars of \$70,000 for one more year; funding for CARES if the State decides to continue the program; and interest income of approximately \$15,000. Possible grant revenue from: Title IV E; United Way; and Imagination Library fundraising. Grant revenue discussed.

Possible Budget Cuts

Commissioners inquired about which programs can be cut or suspended until more funding information is available from the State and other funding sources. Discussion held regarding possible cuts to TV Turn Off and 2-1-1 Mendocino.

TV Turn Off

Discussion held. Allocation of \$4,000 to FRC's to incorporate TV Turn Off strategies into their work.

School Readiness

Executive Director Molgaard presented a proposal from MCOE School Readiness (SR) that wishes to continue Transition Committees and backpack giveaways to children entering kindergarten who have not attended preschool. SR wants to offer mini grants to schools that offer two to three transition events so they can purchase backpacks and school supplies to giveaway. Backpacks would be given out at registration in the spring. Executive Director Molgaard stated it could be done for \$32,000. Commissioner Renteria stated that the Evaluator said this was one piece they would keep. Commissioner Levine asked if the schools would be motivated by this? Executive Director Molgaard stated that backpacks are a good incentive for existing Transition Committees to continue their work. Commissioner Pauli asked if we could cut costs of materials and find donations. Executive Director Molgaard stated that the cost could be cut further if necessary.

Crisis Grants

Executive Director Molgaard stated that there is currently \$40,000 set aside for crisis grants. Commissioner Mann suggested that a budget be set and to make the process competitive. Discussion held. Commissioners agreed to review requests quarterly using a mini grant process and to allocate more funds to this area. Executive Director Molgaard stated that if the Commission creates a small grant crisis fund of \$56,000 it would allow an allocation of \$14,000 per quarter. Commission directed staff to prepare crisis funding rubric to be reviewed at the July 26, 2010 Commission Meeting.

Community Gardens

Community Garden's budget reviewed. Executive Director Molgaard stated that the theory behind this project is that if kids get their hands in the ground more likely to eat vegetables. Commissioner Pauli stated that the connection to gardens doesn't hold through for 0-5; it's fun to plant but it takes work to maintain a garden. Executive Director Molgaard stated that the Talmage State Preschool garden is maintained by the River School children who are older and better able to maintain it. Commissioners discussed how the gardens impact 0-5 and other sources that could fund this program. Commissioner Elliott said that the gardens are a multi-generational effort that helps build communities.

Staff shared comments in support of community gardens noting the improved quality of food and health that is achieved by the program. Executive Director Molgaard stated that the original grant of \$75,000 is expended. For an investment of \$10,000 the Commission gets a full time worker (VISTA member).

Kit for New Parents

First 5 California is re-working the Kit and may only distribute it to low-income families. Funding in this area is given to encourage providers to participate, postage, outreach and training. For next year, Mendocino County will receive approximately 1334 kits. If there is need for more kits, they will have to be purchased.

Other Possible Budget Cuts

Commissioner Renteria inquired about the cost of the video annual report. Executive Director Molgaard suggested that we could do a report for cheaper than \$6500. Commissioner Tichinin suggested we use a power point format to streamline it this year.

Commissioner Pauli proposes to postpone CARES until we know more from the State.

Commissioner Mann inquired about Oral Health and the funding that is allocated to the Pediatric Dental Initiative (PDI).

ITEM 7 Fiscal Plan (Action)

Executive Director Molgaard presented three long-term financial scenarios, including financial forecasting of revenues and expenses. After discussion, the Commission reached consensus to allocate only the monthly Proposition 10 allocation during 2010-13 fiscal years. This decision will be reviewed and possibly revised as matching funding opportunities become available.

Motion made to approve draft budget for 2010-11 as revised and adopted expending based on known revenues and long-term financial plans. Motion/Tichinin, Second/Elliott. Passed.

ITEM 6 Prioritization and Strategic Plan 2010-2013 (*Action*) continued

Commission reviewed and revised percentage allocations from draft budget for the strategic plan as shown:

- Healthy Children – **19.5%**
- Knowledgeable, Nurturing Parents – **29%**
- Children Ready to Learn – **12.5%**
- Quality Child Care – **0%**
- Community based assistance for families – **22.5%**
- Administration and Evaluation – **10%**
- Unanticipated and Crisis funding – **6.5%**

Motion made to approve percentages and designation of funds for the 2010-13 strategic plan. The County commission has, after the required public hearings, reviewed and adopted an adequate strategic plan conforming to the requirements of subparagraph (C) of paragraph (1) of subdivision (a) of Section 130140 of the Health and Safety Code. Motion/Levine, Second/Mann. Passed.

Closing and Final Thoughts

The Commission inquired if any other items needed to be discussed. Commission reviewed goals for the meeting: (1) Roadmap; (2) Prioritize; (3) More focus; (4) Partnerships and leverage funding; and (5) a plan for detours if funding levels change.

(Commissioner Mann leaves at 2:58 p.m.)

Commission gave directive that Christy Barron, School Readiness/Imagination Library VISTA, will work on the backpack proposal.

Commissioner Tichinin suggested a mid-year review of the Strategic Plan for November 2010. Commission and staff shared final thoughts.

Motion was made to adjourn at 3:08 p.m. Motion/Cryer, Second/Levine. Passed.