



October 31, 2011

**Commission Meeting Minutes**

River Room, Mendocino County Office of Education  
2240 Old River Road, Ukiah, CA 95482

and by Video Conference from  
300 A Dana Street,  
Fort Bragg, CA 95437

**Commission Members Present in Ukiah:**

Jim Levine	Jeremy Mann	Diane Pauli
Dan Hamburg	Rebecca Wilson	

**Commission Members Present in Fort Bragg:**

Paul Tichinin	Lucresha Rentería
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**Commission Members Absent:**

Stacey Cryer

**Public Present in Ukiah:**

Cathy Minicucci	Gloria Gutfield	Jill Carey
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**ITEM 1 Welcome & Introductions by Commission Vice-Chair, Jim Levine**

Commissioner Levine 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 September 26, 2011 Commission Meeting
- C.** Approve Quarterly Contract Payments for Nuestra Casa and Action Network

Motion made to approve the Consent Calendar. Motion/Hamburg, Second/Pauli. (Wilson, yes; Mann, yes; Hamburg, yes; Levine, yes; Pauli, yes; Tichinin, yes; Rentería, yes). Motion Passed.

**MAXIMIZE OPERATIONAL EFFECTIVENESS**

**ITEM 4 Director's Report**

1. The Pediatric Dental Initiative (PDI) has held several fundraisers to supplement their budget. A potential 10% DentiCal cut will impact PDI with a \$250,000 deficit.
2. Sid Gardner was impressed by the quality of questions from the Commission and the Mendocino County Board of Supervisors during his Family Dependency Drug Court presentation.
3. Pheriche Robinson, Imagination Library (IL) Coordinator, announced the McCallum House Dine Out Fundraiser will be held on Wednesday, December 7, 2011. Commissioners were asked to forward the Save the Date to their friends and colleagues on the north coast. All proceeds will benefit IL. The Bee for Books, the second annual adult spelling bee fundraiser, will be at Todd Grove Club House on Saturday, February 4, 2011.

4. The Earned Income Tax Credit (EITC) program will be administered locally by several Family Resource Centers (FRC) and other agencies in collaboration with North Coast Opportunities, Inc., United Way of the Wine Country, MendoLake Credit Union and the Mendocino County Office of Education (MCOE). Volunteer tax preparers are needed.
5. The ARC, located at the Alex Rorabaugh Center in South Ukiah, is now open. Staff from MCOE and Healthy Kids Mendocino are staffing the center, assisting clients with health insurance applications. United Way of the Wine Country will donate computers for client use.
6. The Children's Health Fair was held on Saturday, October 9, 2011. Ukiah Valley Medical Center took the lead, and FIRST 5 Staff had an information booth for parents and activities for young children. There were over five hundred children in attendance. Staff also attended the Laytonville Health Fair held on Saturday, September 24, 2011.
7. The Children's Action Committee launched the Diaper Depot, to offer free diapers to parents in need. Free diapers are also available to parents as an incentive for attending local parenting classes. Ashley Bergen, Child Abuse Prevention and Children's Action Committee VISTA, will present to the Commission in January. The Quarter Auction, a fundraiser to support the Diaper Depot, will be held on Thursday, November 4, 2011 at the Yokayo Bowl.
8. 2-1-1 Mendocino needs volunteers for data day to help with data updating. Looking for volunteers for Monday, November 14, 2011. The 2-1-1 banner is available for display.
9. The AB 99 lawsuit is in progress and litigates are awaiting the judge's decision. It is anticipated that a decision will be available in November.
10. United Way of the Wine Country hired Mari Rodin as the new Regional Representative to serve Mendocino and Lake Counties, replacing Bob Jordan.

**ITEM 5 Volunteers in Service to America VISTA**

Discussion held regarding the proposed VISTA positions. There was concern regarding the Financial Literacy Advocate position as to whether the services would benefit children ages 0-5. Commissioners agreed that the Maternal and Child Health, the Social Entrepreneur and the Coastal Advocate positions are more closely within FIRST 5 Mendocino's mission.

Motion made to seek AmeriCorps VISTAs for Maternal and Child Health, Social Entrepreneur, and Coastal Advocate positions. Motion/Hamburg, Second/Wilson. (Wilson, yes; Mann, yes; Hamburg, yes; Levine, yes; Pauli, yes; Tichinin, yes; and Rentería, yes). Motion Passed.

**ITEM 6 Fiscal Report (Action)**

Motion was made to approve the Fiscal Report for July, August and September, 2011. Motion/Tichinin, Second/Hamburg. (Wilson, yes; Mann, yes; Hamburg, yes; Levine, yes; Pauli, yes; Tichinin, yes; and Rentería, yes). Motion Passed.

**ITEM 7 2010-11 Independent Audit (Action)**

Public hearing opened. No public comment was received. Discussion held regarding the 2010-11 fund balance.

Motion made to accept the 2010-11 Independent Audit. Motion/Mann, Second/Hamburg. (Wilson, yes; Mann, yes; Hamburg, yes; Levine, yes; Pauli, yes; Tichinin, yes; and Rentería, yes). Motion Passed.

**ITEM 8 Annual Report 2010-11 (Action)**

Catherine Minicucci, Local Evaluator, presented the Annual Report.

During fiscal year 2010-11, FIRST 5 Mendocino served 2,179 children ages 0-2, 1,530 children ages 3-5, 605 other family members, 6,772 parents and 217 providers. The increase in the total

number of children and families served from 2008-09 to 2010-11 is attributed to Imagination Library and Developmental Screenings conducted by Raise & Shine.

FIRST 5 Mendocino is serving the Native American, Hispanic and White community members proportionate to the ethnic distribution in the county.

### **Healthy Children**

Programs and activities within this result area are: Healthy Kids Mendocino; Fresh From the Start, a young parent cooking class; Food for All; Round Valley Food Bank; Breastfeeding Coalition; and Developmental Screenings. Within this result area, the Commission has awarded grants for playgrounds, a Community Gardens VISTA and a Pediatric Dental Initiative VISTA.

Healthy Kids Mendocino serves all regions of the county. The program prepared 508 health insurance applications during fiscal year 2010-11. Developmental Screenings are available in Greater Ukiah, the North County and Willits. There were 3,482 children screened by parents and health care providers. The Round Valley Food Pantry serves Round Valley and Willits. The pantry was opened in January, 2011 and held six distribution days during fiscal year 2010-11, serving 108 children ages 0-5 and 216 parents. Food for All prepared 55 CalFresh applications in Covelo that will benefit approximately 33 families, representing 122 people each month. Food for All serves all regions of the county.

The Breastfeeding Coalition's goal is that children are exclusively breastfed for the first six months. There are approximately 98 births per year at the Mendocino Coast District Hospital; 91.8% of children born at this hospital are exclusively breastfed at discharge. At Ukiah Valley Medical Center there are approximately 733 births per year; 65.9% of children are exclusively breastfed at discharge. According to the data, figures for exclusive breastfeeding at discharge among Native American women in Mendocino County are low. Since 2000, in Mendocino County rates for exclusive breastfeeding among women on the Women, Infants and Children program have steadily increased. In Fort Bragg, this increase is attributed to the Peer Counseling Program.

### **Knowledgeable Nurturing Parents**

Programs within this result area include: Raise & Shine, Imagination Library, seven Family Resource Centers (FRC) and Kits for New Parents. All of these programs are available in all regions of the county. Planning for the Round Valley Family Resource Center is underway.

In fiscal year 2010-11 there were 2,237 children under age 5 enrolled in Imagination Library. There were 338 children who graduated from the program. An active fundraising campaign is underway. Children from all regions of the county are participating in the program. Staff is working to increase participation in Willits.

### **Ready to Learn and Quality Child Care**

Programs within this result area include: Sports, Play and Recreation for Kids (SPARK), Comprehensive Approaches to Raising Educational Standards (CARES) and early care provider workshops conducted by North Coast Opportunities Rural Communities Child Care (NCO RCCC). These programs are available in all regions of the county. One SPARK training was held in 2010-11 serving 26 providers. NCO RCC and FIRST 5 Mendocino conducted 101 site visits to early care providers. There were 107 child care providers trained in physical activity and nutrition.

In 2010-11, \$63,475 in stipends were distributed to 84 child care providers who participated in the CARES program. Funding for CARES 2010-11 was provided by AB 212 and FIRST 5 Mendocino. Providers in most regions of the county participated in CARES 2010-11. There have been 129 providers who have participated for more than four years in the program.

A CARES Plus briefing will be presented at the January meeting and a Raise & Shine report will be presented at the November meeting.

The public hearing was closed.

Motion was made to approve the Annual Report 2010-11. Motion/Pauli, Second/Mann. (Wilson, yes; Mann, yes; Hamburg, yes; Levine, yes; Pauli, yes; Tichinin, yes; and Rentería, yes). Motion Passed.

**ITEM 9 2012 Commission Meeting Schedule (*Action*)**

Motion made to approve the 2012 Commission Meeting Schedule. Motion/Tichinin, Second/Wilson. (Wilson, yes; Mann, yes; Hamburg, yes; Levine, yes; Pauli, yes; Tichinin, yes; and Rentería, yes). Motion Passed.

**ITEM 10 Commissioner Reports, Announcements & Additional Materials**

Commissioner Wilson announced she will retire as Mendocino County HHSA Deputy Director for Children's Services at the end of December, 2011.

There being nothing further to come before the Commission, the meeting adjourned at 2:52 p.m.