



**April 30, 2007 Commission Meeting  
Minutes**

**Commission Members Present in Ukiah:**

Jeremy Mann                      Mary Elliott  
David Colfax                      Alison Glassey

**Commission Members Present in Fort Bragg:**

Lucresha Rentería (arriving at 1:32)      Betty Smith (arriving at 1:27)

**Staff Present in Ukiah:**

Anne Molgaard, Executive Director  
Kirsten Jack, Executive Secretary  
Beth Howson, Nutrition & Fitness Coordinator  
Nicole Bransford-Smith, Nutrition & Fitness Coordinator  
Sabra Lugthart, Communications Coordinator  
Lisa Westfall, CARES Program Manager

**Staff Present in Fort Bragg:**

Nina deCordova, Program Officer

**Public Present in Ukiah:**

Linda Nagel                      Nice Alterman                      Karin Wandrei  
Jill Carey                          Megan VanSant                      Lily Caravello  
Zenía Leyva Chou

**I. Welcome and Introductions by Commission Chair Jeremy Mann**

**II. Public Comment on Non-Agendized Items**

None.

**III. Consent Calendar**

**A. Approve Agenda**

Motion made to approve the Consent Calendar. Motion/Colfax, second/Elliott. (Mann, yes; Colfax, yes; Glassey, yes; Rentería, yes; Elliott, yes; Colfax, yes). Passed.

**IV. Business Items**

**A. Reports**

**1. Director's Report**

Director Anne Molgaard clarified the various items in her written report, which included an update on the Pediatric Dental Initiative, highlighting the fact that the Pediatric Dental Initiative's surgery center will be providing services to children with ECC and other advanced forms of tooth decay by the end of Summer 2007.

### **Fiscal Reports**

After review and discussion, a motion was made to approve the Fiscal Reports for February 2007. Motion/ Rentería, second/Colfax. (Mann, yes; Colfax, yes; Glassey, yes; Smith, yes; Rentería, yes; Elliott, yes). Passed.

Motion made to approve the extension of the contract for evaluation services held with Ferron & Associates. Motion/Colfax, second/Glassey. (Mann, yes; Colfax, yes; Glassey, yes; Smith, yes; Rentería, yes; Elliott, yes). Passed.

### **Healthy Kids Mendocino**

Lily Caravello, Megan VanSant and Zenia Leyva Chou provided Commissioners with an update on the plan to provide outreach efforts to all of Mendocino County's Schools.

Happy First Birthday! On May 8, 2007 the Mendocino County Board of Supervisors will name the month of May as Healthy Kids Mendocino Month in celebration of its first anniversary. In the past year, 400 kids in Mendocino County have been provided the assistance necessary to receive health care benefits.

## **2. Nutrition & Fitness**

Nutrition & Fitness Coordinator Beth Howson clarified various items in her written report, distributing photographs taken from the recent "Changes Toward Health" nutrition workshops taught by Registered Dietician, Andy Culbertson.

Beth also discussed the possibility of expanding the "Changes Toward Health" nutrition workshops into all of the Head Start programs in Mendocino County. Workshop details and funding sources will be discussed and brought to the Commission when more information is available.

Commissioner Smith offered compliments to Beth for her outstanding efforts that went into the application process to receive the mini-grant through the USDA which funds the "Changes Toward Health" workshops.

## **3. Raise & Shine**

Program Officer Nina deCordova began by noting the strong emphasis placed on children's social-emotional health and parenting skills in FIRST 5's recent community survey.

Nina then reminded Commissioners that FIRST 5's overarching goal right now is to create a services system that imitates the successful Triple P systems in South Carolina and Wyoming. Those systems "run themselves" because sufficient incentives are built in. The only functions that are centralized are training, marketing, and provider support.

Given that goal, staff is currently focusing on training and supporting Triple P providers, with 20 more Level 2/3 providers trained in March and April. Staff is also focusing on hiring a referral coordinator to staff a phone line; on having some get-togethers in different locales to introduce providers to referral sources;

and on an ambitious social marketing plan for the next 14 months. Nina also mentioned that Proposition 63 is a possible source of support for social marketing, with funding available in 2008.

Program Manager Sabra Lughart then walked Commissioners through the social marketing plan. She emphasized that the timeline follows the suggestion of Raise & Shine's advisory body, the CSOC Subcommittee, which agreed that parents' concerns about behavior issues peak in September and October.

Commissioner Smith asked whether it was possible for Raise & Shine to advertise an 800 telephone number, rather than a Ukiah telephone number. Families on the coast and in the north county, she said, would find an 800 number both less expensive and more appealing. Commissioner Renteria agreed. Nina noted that an 800 number might not have a sufficiently local feel. Anne commented that the widespread use of cell phones would probably make the cost savings a moot point for most families. Staff agreed to look into the matter.

Commissioner Colfax voiced his concern that the hourly wage for the Referral Coordinator was too low. Staff agreed to look more closely at comparative wages and, if necessary, re-advertise the job.

**B. Special Funding Request**

Commissioners discussed the recent special funding request from Howard Memorial Hospital dated April 6, 2007. After extensive and thoughtful discussion of their request for 1 ½ million dollars to fund the construction of a new hospital, Commissioners voted unanimously to deny the Special Funding Request. Among other concerns, Commissioners did not want to set a precedent of granting such a large sum through a special request. The applicant can apply during the next competitive funding round.

**C. Partner Presentation—First 5 California Winter Media Campaign**

Commissioners were presented with First 5 California's Winter 2006-2007 Advertising Campaign, focusing on the topic of pediatric obesity prevention, school readiness and smoking cessation.

**D. Strategic Planning for 2007-2010**

Staff summarized the results from the recent Key Leader and Community surveys. Over 175 Key Leader Surveys were returned. Respondents believe that the most pressing concerns are: children's social-emotional health; parents' social-emotional health; and safe play areas. They recommended using flyers at doctors' offices and child care providers as the best way to get information to parents.

Commissioners were asked what surprised them upon learning of the results. Responses varied, one concern shared by Commissioners was the apparent discontent experienced by respondents regarding our county's lack of abundant culture in such a beautiful area. Also noted were the number of fathers who responded to Commissioners, as well as their collective diversity.

**E. Commissioner Reports**

Commissioner Smith noted how much she enjoyed the recent Annual Day in the Park. It was a very diverse crowd and included SPARK activities.