



May 29, 2009
Commission Meeting Minutes

Commission Members Present:

David Colfax	Jim Levine	Lucresha Rentería
Mary Elliott	Jeremy Mann	Paul Tichinin
Alison Glassey	Diane Pauli	

Staff Present:

Anne Molgaard	Kirsten Logan
Roseanne Castro	Lydia Lopez
Ann Cole	Maya Stuart
Ashley Hileman	Natalie Swiencki

Meeting Facilitator: Steve Zuieback

Commissioner Tichinin introduced Steve Zuieback. Steve is an international management consultant. Locally, he is currently working with Mendocino Futures and Mustard Seed, coalitions exploring future collaborations among green business, public health, community health, hospitals, public safety, education and local business.

ITEM 1 Welcome and Introductions by Commission Chair, Jeremy Mann

ITEM 2 Public Comment on Non-Agendized Items.

None

ITEM 3 Consent Calendar (*Action*)

- A. Approve Agenda
- B. Approve Draft Minutes of May 4, 2009 Commission meeting
- C. Fiscal Reports for March, 2009

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

Maximize Operational Effectiveness (ITEMS 4–6)

ITEM 4 Review Year 2 of the Current 2007-2010 Strategic Plan

Executive Director Anne Molgaard presented FIRST 5 Mendocino's timeline that highlights events from its inception to the current year. Hard copies of the current year and previous year's annual reports and updated *Help is on the Way!* brochures were attached to the timeline. Notable events for June 2008 to May 2009 included the appointment of new VISTA'S Ashley Hileman, Nutrition and Fitness Coordinator, and Erica Neyland, Community Outreach Coordinator, in November 2008. Food for All, a community effort to inform food stamp eligible families about the food stamp program, was launched in

December, 2008. FIRST 5 Mendocino funded seven local Family Resource Centers and the Family Resource Center Network for a third year in Spring, 2009. FIRST 5 Mendocino promoted its annual TV Turnoff Week, focusing on literacy with the successful launching of the Imagination Library program in April, 2009. Multiple registration events were held throughout the county which helped to sign up over 600 children. The Special Needs Project (Year 4) and CARES (Year 9) are in their final year of receiving a state First 5 California match. School Readiness (Year 7) has one more year remaining.

Executive Director Molgaard reported that FIRST 5 Mendocino is in year two of a three year plan with approximately \$1.4 million in the reserve account. FIRST 5 Mendocino's annual Prop 10 allocation is now approximately \$825,000. However, in the last few years, FIRST 5 Mendocino's budget has been \$1.5 million because the state allocation has been used to bring in other funds that benefit the community—grant funding from First 5 California, The California Endowment, United Way, and private foundations. In addition, FIRST 5 Mendocino has placed six AmeriCorps and VISTA volunteers in local partner agencies every year, bringing in another \$100,000 in federal funds to benefit young children.

FIRST 5 Mendocino was one of the first, and the smallest, in the state to create a community partnership that successfully developed a universal children's health insurance program, Healthy Kids Mendocino. Also, the Raise & Shine program, which helps families with child behavior issues, is quickly becoming a model for other California counties. FIRST 5 Mendocino is now advising a half-dozen other communities that hope to offer similar services to families.

Additionally, FIRST 5 Mendocino widely disperses its funds based on the population in each area of the county. Executive Director Molgaard stated that FIRST 5 Mendocino understands that the geography of the county and lack of public transportation are serious barriers for families. The work of our partners and grantees benefits children spanning from Round Valley to Gualala.

ITEM 5 Financial Projections and Commitments

Executive Director Molgaard presented a Status Report to the Commission regarding spending during this three year Strategic Plan (2007-10).

Facilitator Steve Zuieback then offered Commissioners a variety of possible approaches for their decision-making: (1) continue with the current strategic plan without making any adjustments; (2) make changes based on the focus group findings; (3) make adjustments when more news about the state budget becomes available; (4) Greenfield scenario, i.e., start over with a clean slate; and (5) a combination thereof.

ITEM 6 Report Out on Focus Groups

Executive Director Anne Molgaard and Facilitator Steve Zuieback reported on the findings from the focus group discussions that were held in Ukiah on April 27, 2009 and in Fort Bragg on April 30, 2009.

Both groups shared similar concerns and suggestions with FIRST 5 Mendocino:

1. Serve the greatest number of people/prevention
2. Focus on what is best for the child
3. Focus on distressed families and focus the work so that families are pushed into FIRST 5 services
4. Focus on kids who don't stand a chance because of their parents
5. Attachment is the right focus
6. Focus on what has actually worked
7. Standardize approaches across the county in order to achieve sustainability
8. Dedicate some funds to mentoring and mobilizing people who can help other people before a crisis occurs; Increase the capacity of volunteers to assist families in need for early intervention of lower level needs
9. Look for duplication in the system and for partnering to supplement and divert funding

Both groups specifically would like FIRST 5 Mendocino to continue to support Healthy Kids Mendocino, Raise & Shine, and the Imagination Library.

Discussion regarding program cuts

After discussion of the Focus Group Findings, the Commission agreed to continue the Guiding Principles used for 2007-10 Planning: Attachment; Prevention; and Best Practice.

The Commission also decided on the following principles to help with decision-making: (1) get the most bang for the buck; (2) focus on advocacy for children ages 0-5; and (3) focus on building a delivery system thru our strategies.

The Commission discussed the possibility of Family Resource Centers (FRC's) taking over School Readiness activities as the state match ends in June, 2010. The FRC's could improve their networking so they can be the link among parents, early care providers and schools. The Commission discussed Raise & Shine as an example of a network that ties professionals to families. It was stated that this program has the greatest chance of being county-wide. Commissioner Rentería stated that the Commission should support FRC's to become self sustaining so that funds can be used elsewhere. It was suggested to use FRC's as a vehicle to imbed other programs such as SPARK. This will help to spread services throughout the county.

Commissioner Pauli said that the Commission must keep 0-5 in front of everybody else because they are always the first to be cut at the state level.

Healthy Families

Executive Director Molgaard reported that the Governor has proposed to cut Healthy Families funding. It was reported to the Commission that it would cost \$880,000 a year to provide Healthy Families coverage for the 0-5 population in Mendocino County. If FIRST 5 Mendocino only offered CalKids coverage, it would cost \$513,000 a year to cover premiums. This figure does not include staffing costs. If Healthy Families income guidelines are reduced from 250% of the poverty level to 200%, it would cost \$220,000

to cover premiums. With the poverty level income guideline reduction, it would cost \$128,000 to cover CalKids premiums for children ages 0-5.

Commissioner Tichinin stated that health insurance is critical but the Commission cannot bear the burden of covering this cost, there must be a trigger point set. Commissioner Tichinin stated that if everything else must be cut to fund health insurance, then the Commission should reconsider.

Motions regarding Healthy Families

- a) If the state ends Healthy Families in California, FIRST 5 Mendocino will reconvene immediately but not pay to insure all children through CalKids because only a small number of children are eligible for this program; and
- b) As a safety net for primary health care, if the poverty income level income requirement is reduced from 250% to 200% FIRST 5 Mendocino will pay up to \$150,000 for premiums and related expenses for children ages 0-5.

Motion/Tichinin, Second/Levine. AYES: Unanimous. Passed.

Discussion and Prioritization of Programs

Commissioners discussed six programs and their possible adjustments or eliminations: (1) School Readiness; (2) CARES; (3) SPARK; (4) 2-1-1; (5) Breastfeeding; and (6) Imagination Library. Commissioners discussed what the implications would be for reduction or termination of the programs. The programs more likely for termination were: 2-1-1; School Readiness; and CARES.

- *2-1-1*

Commissioners discussed funding for 2-1-1. Executive Director Molgaard explained that funding for this new program is currently planned to be shared among three entities--the County, United Way, and FIRST 5 Mendocino--with each party contributing \$50,000 towards start-up costs to get the infrastructure in place. This program had been approved by the Commission at its 2008 Planning Meeting.

- *Eliminating 2-1-1*

Commissioners had questions regarding how this program relates to other emergency service systems such as the broadcast system. It was clarified that 2-1-1 serves as an information hotline for multiple services and is not intended to replace 9-1-1 as the emergency contact number. FIRST 5 Mendocino has committed to contributing the \$60,000 toward start up costs and if these funds are not made available it could jeopardize the project. It was stated that under normal circumstances, the Commission would not consider eliminating funding for this project but at this critical time the project may not offer a clear nexus or clear priority. The Commission was informed that while the initial start up costs for hardware, software design and implementation are \$180,000 it is estimated that administration costs are projected to be \$50,000 to \$60,000 a year.

- *School Readiness*

FIRST 5 Mendocino contributes \$100,000 and receives a state match of \$100,000. This program is finishing year 7 with one more year remaining of state match.

- *Eliminating School Readiness*

The Commission discussed the implications of pulling out of this program prior to the end of the program. It was stated that if the State does not contribute the \$100,000 match, FIRST 5 Mendocino will be unable to continue services at the same level with its \$100,000 contribution, or half of the normal budget. The Commission discussed ending the program after October 1, 2009 and then implementing transition planning to transfer the program to the FRC's. It was decided that the Commission will need to formulate a transition plan even if the State comes through with a match. The program has resulted in additional resources spent in the four catchment areas of Hopland, Nokomis, Brookside, and Round Valley.

- *CARES*

Commissioners discussed the possibility of the Child Care Planning Council taking over this program. Executive Director Molgaard stated that the continuity of care by the same provider and the level of salary received by the caregiver (not education level) have been shown by recent studies to be the most important factors in improving child care.

- *Eliminating CARES*

The Commission determined that strategy and outcomes of this program should be reassessed. Transitional planning for this program will be discussed at a later date.

- *SPARK*

To operate the SPARK (Sports Play and Active Recreation for Kids) program it cost approximately \$5,000 a year for a half-time equivalent VISTA member plus \$40,000 a year to train providers in the community and provide equipment. Commissioner Mann suggested keeping SPARK because early onset diabetes and obesity are a major concern in our community.

- *Breastfeeding*

Breastfeeding costs \$25,000 a year. Executive Director Molgaard shared that 90% of women say they want to breastfeed but less than 70% breastfeed at two weeks after birth. To increase breastfeeding in Mendocino County, FIRST 5 Mendocino pays for social marketing, peer education and for coalitions around the county.

- *Imagination Library*

At full enrollment, it takes \$70,000 to supply all of the children, ages 0-5, in Mendocino County with books through Dolly Parton's Imagination Library. This does not include a fundraising consultant (\$10,000) and a VISTA member (\$5,000). The Imagination Library leverages approximately a match of 3:1, so Mendocino County receives a value of \$210,000 additionally in books and database administration from the Dollywood Foundation.

Summary/Next Steps

The Commission would like to review one program at each of the upcoming commission meetings to develop a long-term transition plan so that by May, 2010 the Commission will be in a position to adopt a new strategic plan. The overall goal for upcoming meetings is to have an ongoing, adaptive, integrative evaluation of programs.

Decision Making (ITEMS 7–8)

ITEM 7 Prioritization and Strategic Plan Update (Section 130140 of the California Health and Safety Code) (*Action*)

The Commission reviewed and approved without modifications the current Strategic Plan for 2007-10, which is composed of administrative policies, allocation of resources, long-term financial plan and Evaluation and Outcome Indicators. There was no public comment offered on the plan

After discussion, a motion was made to approve the 2007-10 Strategic Plan Update including Imagination Library and program transitions for all areas when necessary. Motion/Glassey, Second /Renteria. AYES: Unanimous. Passed.

ITEM 8 Fiscal Plan (*Action*)

Executive Director Molgaard presented: the three-year budget approved by the Commission in 2007; the Plan for Year 3 listing expectations for next year and amounts remaining; and financial projections for the next five years.

Motion to approve the long-term financial plan. Motion/Tichinin, Second/Colfax. AYES: Unanimous. Passed

Motion to approve the 2009-10 Budget. Motion/Tichinin, Second/Levine. AYES: Unanimous. Passed.

Children Ready to Learn

ITEM 9 Imagination Library

Item to be discussed at the July meeting.

Knowledgeable, Nurturing Community

ITEM 10 Family Friendly Workplace Initiative

Item to be discussed at the July meeting.

ITEM 11 Announcements

The next ***FIRST 5 Mendocino Commission*** will be held at 1:00 p.m. on **Monday, July 27, 2009** in the River Room at MCOE.

There being nothing further to come before the Commission, the meeting adjourned at 4:04 p.m.