



**May 30, 2008
Commission Meeting Minutes**

Commission Members Present:

David Colfax	Alison Glassey	Lucresha Rentería
Mary Elliott	Diane Pauli	Paul Tichinin

Commission Members Absent:

Jeremy Mann	Tammy Scott
-------------	-------------

Staff Present:

Anne Molgaard	Kirsten Logan	Candace Pomilia
Nicole Bransford-Smith	Sabra Lugthart	Briana McGonagle
Pam Ivey	Maya Stuart	
Lydia Lopez	Lisa Westfall-Davis	

Meeting Facilitator: Nice Alterman

Nice Alterman kicked off the Annual Planning Meeting with a “Life Line Exercise,” where staff and Commission members paired up to identify each others’ similarities, differences and life changes in the ten years since the passage of Prop 10 and the development of First 5 Commissions. Each person then introduced their partner to the group.

ITEM 1 Welcome and Introductions by Commission Vice Chair, David Colfax

ITEM 2 Public Comment on Non-Agendized Items: None.

ITEM 3 Consent Calendar

- A. Approve Agenda
- B. Approve Draft Minutes of April 28, 2008 Commission Meeting
- C. Approve Position Description for Program Manager
- D. Approve Extension of Contract for Evaluator, Ferron & Associates
- E. Approve Contract for Independent Auditor, Jensen Smith, CPA
- F. Approve Fiscal Reports for March, 2008

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

ITEM 4 YEAR 1 REVIEW OF THE 2007-10 STRATEGIC PLAN

Executive Director Anne Molgaard presented FIRST 5 Mendocino’s timeline that highlights events from its inception to the present and notes press releases. The Commission was invited to review the timeline at their leisure throughout the day.

Notable events on the timeline for Year 2007 included the Commission approving the Strategic Plan; the Redwood Empire Surgery Center opened, with the Commission having long-supported the Pediatric Dental Initiative; and a lot of planning by the Commission for spending allocated money to programs such as the county-wide Community Garden RFP (funded February '08), the new Evaluation RFP and FRC funding (January '08). FIRST 5 Mendocino also welcomed two new VISTAS during the year: Natalie Swiencki, Community Outreach Coordinator, and Briana McGonagle at the U.C. Cooperative Extension in our partnership to alleviate hunger ("Hunger Hurts"). Commission member changes included Betty Smith's retirement at the end of 2007, with her vacancy filled by the appointment of Commissioner Jim Levine of Gualala in April, 2008. In April, FIRST 5 Mendocino promoted its annual TV Turnoff Week, focusing on literacy. The California Endowment Grant for Raise & Shine is finishing up the second year of a \$330,000 grant. The Special Needs Project (Year 3) and School Readiness (Year 6) are subcontracted with MCOE, while CARES (Year 8) and the California Endowment for Raise & Shine are internal to FIRST 5 Mendocino.

Director Molgaard distributed the "Status Report/End of Year 1/2007-10 Strategic Plan" and discussed methodology and outcomes of the key areas the Commission had previously identified to focus on and amounts allocated for the three-year allocation plan (2007-10).

Director Molgaard commented that the "Warm Line/Dial-A-Grannie" program is on hold until we see how the Mendocino County Health and Human Services Department develops the "2-1-1" program. The Commission will revisit funding of the Warm Line/211 and PCCY at a later date.

Director Molgaard reported that FIRST 5 Mendocino is funding the seven operational Family Resource Centers (FRC's), with an award of \$20,000 each. In addition, the FRC Network was awarded \$25,000 for training and consultant facilitation for organizing the FRC Network. Consideration is ongoing for how FIRST 5 Mendocino will grant planning funds in the Round Valley community.

Director Molgaard announced that the RFP for the new evaluator has been completed and a contract with Minicucci & Associates has been signed. Cathy Ferron has joined the Minicucci team to provide ongoing evaluation services for FIRST 5 Mendocino. A June meeting with the new Evaluator, Subcommittee and Executive Director Molgaard is being arranged.

Director Molgaard responded to Commissioner Rentería's comment that it appears FIRST 5 Mendocino overspent on Raise & Shine, by clarifying that the \$200,000 allocated is Commission money and is not "leveraged" money; therefore, the Anticipated Year 1 Actuals in the amount of \$295,908 is not considered as over-spending Commission money since it was California Endowment money that FIRST 5 Mendocino is spending; that is, we were spending our own funds plus the California Endowment and we still have two years of funds remaining in the 2007-10 Strategic Plan.

Items 5-15 YEAR 2 REVIEW OF THE 2007-10 STRATEGIC PLAN

Healthy Children

ITEM 5 Nutrition and Fitness – Safe Play Areas

Nicole Bransford-Smith, Program Assistant, updated the Commission on equipment, surfacing and other needs for the play area sites being considered for funding. Six sites were identified as having the highest need and at the very minimum require funding in the total amount of \$91,620. The total for the six sites exceeds the \$75,000 allocated by the Commission in May, 2007, by \$16,620. These sites and recommended amounts are: Round Valley Indian Head Start (\$7,200); Potter Valley Family Resource Center (\$23,400); Redwood Valley Lion's Club Park (\$18,000); Anderson Valley High School/Health Center (\$14,400); Arena State Preschool (\$21,120); and Whale Gulch School (\$7,500).

Nicole reported that since the April 24th presentation to the Commission, additional studies were conducted to seek reduced equipment costs. Less expensive equipment and surfacing materials were discovered and reported on, and literature on community installations was also presented as a viable alternative to hiring contractors, to minimize installation expenses. Liability and ongoing maintenance expenses were also identified as key issues and discussed. Nicole reported that to avoid liability issues, inspectors would be hired to remain on site during community installations. Also, all sites would be required to agree, in writing, that they carry insurance and that FIRST 5 Mendocino would be named as a secondary insured on their policy.

Concerns for parking and access to the Anderson Valley playground were discussed, and there was agreement by the Commission that the site itself may need certain improvements, at their expense, as a prerequisite for FIRST 5 Mendocino funding. The Commission also explored improving the existing playground equipment at the site, and further study would be required to ensure that the equipment conforms to legal parameters.

Director Molgaard stated that the search for potential Safe Play Area sites was done as an internal process and not with a formal RFP. Therefore, FIRST 5 Mendocino had sent postcards to our partners county-wide in case we had overlooked anyone to see if there were other interested parties. Ten responses were received and considered.

After discussion and agreement that Safe Play Areas has been studied well and significant outreach has been done, a Motion was made to reallocate \$25,000 from Healthy Children, in addition to the \$75,000 previously allocated for Safe Play Areas, for a total of \$100,000 to be allocated to the six sites. Staff was instructed to investigate the Anderson Valley and Point Arena sites further, with the help of Commissioners Colfax and Levine. The remaining four sites were approved as presented. Motion with modifications/Tichinin, Second/Rentería. AYES: Unanimous.

ITEM 6 Breastfeeding

Director Molgaard updated the Commission on progress regarding Breastfeeding funding. The Commission allocated \$111,000 to Breastfeeding in its 2007-10 Plan.

Consultant Kristen Gardner was hired to conduct leader surveys and best practices research and to facilitate two Breastfeeding meetings with local experts and advocates.

The group reviewed materials published by the CDC, which Director Molgaard made available for the Commission's review. The CDC defined Breastfeeding Best Practices as: Social Marketing; Baby-friendly hospitals—as an example, no formula in hospitals; Post-partum support provided to the mother in the crucial first two weeks after giving birth; Develop effective peer support; and Develop an effective distribution of trained Lactation educators/consultants.

Based on CDC and local group recommendations, Director Molgaard asked the Commission to prioritize the distribution of the \$100,00. The Commission recommends the following allocations:

- 1) Post-partum support provided to mother in the first two weeks: \$39,000
- 2) Social Marketing: \$24,500
- 3) Peer Support: \$14,000
- 4) Baby-friendly practices (Coast): \$12,000
- 5) Baby-friendly practices (Ukiah): \$5,000
- 6) Trained Lactation Consultants/Educators: \$6,500

Director Molgaard will report back to the Commission in one month as to what these allocations would afford.

Knowledgeable, Nurturing Parents

ITEM 7

Raise & Shine

Director Molgaard announced that Program Officer Nina DeCordova's last day is May 30. Maya Stuart is changing job descriptions as approved on the Consent Calendar and is now the Raise & Shine Coordinator.

Director Molgaard also reported on the United Way site visit, which Commissioners Mann and Elliott also attended. United Way will award \$50,000 to Raise & Shine.

Other items: FIRST 5 Mendocino is presently in negotiations with Chabot College and the Mendocino County Health & Human Services Agency to draw down training funds through federal Title IV-E regarding social services. The Raise & Shine event calendar is now on the web site. Additionally, workshops in Covelo were chosen by the community and taught by MCOE's Special Needs Project staff.

In May, Director Molgaard and Commissioner Mann gave a Raise & Shine presentation at the First 5 California Statewide Conference in Anaheim. Maya Stuart reported that the presentation was well received. The Commission discussed possible ways that the Raise & Shine presentation and material might be distributed statewide.

Children Ready to Learn

ITEM 8

Special Needs Program – Final Year Transition Planning

The SNP was designed to span four years, with the goal being universal screening of 500 children in four areas: the health check; the parent stress index; ASQ Ages & Stages Developmental Questionnaire; and Ages & Stages Socio-Emotional Developmental Questionnaire. FIRST 5 Mendocino subcontracted the program to MCOE, who is working on universal screening, inclusion, workforce development, and children that fall into a gray area. Director Molgaard is working with SNP staff to ensure coordination with Raise & Shine and the highest use of each funding dollar.

At Commissioner Elliott's request, Director Molgaard agreed to look into the percent of families that FIRST 5 Mendocino successfully engage in referred services at a time of need, and will report those findings back to the Commission.

ITEM 9

Promoting Literacy

Sabra Lughart, Program Manager, referenced the 2007-10 literacy budget items Reach Out and Read (\$75,000) and Laptime Reading (\$60,000) to discuss the Commission's interest in literacy alternatives. Two specific programs were summarized for consideration and included their costs and their benefits: Dolly's Imagination Library (IL) and Reach Out & Read (ROR).

After discussion, Director Molgaard proposed that FIRST 5 Mendocino conduct a survey to engage parent and FIRST 5 Mendocino partner interest in literacy, and that the Executive Director and staff will report back to the Commission at its August 18th meeting. Database costs and benefits will also be considered.

ITEM 10

High Quality Child Care

CARES: Year 9

Director Molgaard reported that in the last three years the CARES Program funded between 130-175 people, with approximately 100 people receiving awards this year. The Commission explored ways to invest approximately \$100,000 of the CARES funds available for CARES training and support. Some possibilities from discussions with the colleges and the Child Care Planning Council include supplementing child care classes, offering classes in other areas, mileage stipends for teachers as an incentive for teachers to go to outlying areas, or possibly some funding for MCOE's ROP program for late-afternoon or evening child care classes.

After discussion to determine what child care programs to continue, Director Molgaard asked the Commission whether they want to use the \$200,000 in 2008-09 to receive a match of \$100,000 from the State. Motion was made to use the money already allocated for high-quality child care to obtain a match from the State First 5 for the 2008-09 CARES. Motion/Elliott, Second/Glassey. AYES: Unanimous.

Knowledgeable, Nurturing Community

ITEM 11 “2-1-1”

Director Molgaard gave an overview of the “2-1-1” program, which is a 24/7 help line for human services. Carmel Angelo, Mendocino County Director of Health & Human Services, informed Director Molgaard that they have the lead and are taking it on as a county initiative. The County has hired a consultant to develop the plan, is working with United Way, and will add FIRST 5 Mendocino to the 2-1-1 team

ITEM 12 Planning Grant to Partner with City of Ukiah for 0-5 Services

Director Molgaard provided background on her conversations with City of Ukiah Community Services staff – initially concerning their playground needs, and then about the possibility for partnering on such projects as a preschool or recreation program for 0-5 issues, to combine the City’s land and/or facilities with FIRST 5 Mendocino’s expertise, especially the Observatory House which is currently vacant.

Director Molgaard asked the Commission whether they want to allocate any funding at this time to pursue this opportunity. Some Commissioners expressed concern about excessive resources spent on a single geographic region. After further discussion, the Commission decided not to pursue partnering with the City of Ukiah or other districts at this time, but to keep an eye on opportunities over the next few months.

ITEMS 13-15 Financial Planning

With respect to Prop 10’s requirements, Executive Director Molgaard mentioned that First 5 Commissions are required to pass a long-term financial plan, an annual budget and a strategic plan each year. The Commission discussed these areas, as follows.

ITEM 13 Financial Projections and Commitment

Director Molgaard discussed financial projections in terms of the three-year financial plan. FIRST 5 Mendocino is on track and will not need to go into the reserves.

After further discussion, a motion was made to approve the long-term financial projections and plan for the next five years. Motion/Colfax, Second/Elliott.
AYES: Unanimous.

ITEM 14 2008-09 Budget Approval

Executive Director Molgaard displayed: (1) the three-year budget approved by the Commission last year; (2) the 2008-09 Plan for Year 2, which was previously reviewed; and (3) expectations for next year and the amounts remaining.

Motion to approve the budget for the coming fiscal year, including placing \$250,000 of Healthy Kids Mendocino designated funds into The Community Foundation of Mendocino County. Motion with modification/Levine, Second/Tichinin.
AYES. Unanimous; Motion carried. ABSENT: Commissioner’s Scott and Mann.

ITEM 15 Adoption of the Strategic Plan (Section 130140 of the California Health and Safety Code).

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 received on the plan.

Motion was made to approve the Consent Calendar. Motion/Elliott, Second/Rentería. AYES: Unanimous; Motion carried.

ITEM 16 FIRST 5 Mendocino Messaging

Meeting Facilitator Nice Alterman assigned the Commission to individually document what they perceive to be the most important things about FIRST 5 Mendocino in order to develop a cohesive, one-minute core message, also known as the “60-second speech” or the “elevator speech”. These were shared, collected, and will be distributed and discussed further at an upcoming Commission meeting.

ITEM 17 Upcoming Meetings and Announcements

Tuesday, June 10 The Executive Committee meets at FIRST 5 Mendocino.
12:00N – 1:00PM Lunch will be provided.

Wednesday, June 18 The Evaluation Subcommittee will meet with FIRST 5
10:00AM – 12:00N Mendocino Evaluator Cathy Minicucci and Executive Director
Anne Molgaard in Conference Room A of the Mendocino
County Administration Offices, 501 Low Gap Rd., Ukiah.

Monday, June 23 The Commission will meet at MCOE’s River Room (Cedar
1:00PM Bulding), 2240 Old River Road, Ukiah; and at the John Diederich
Center, 208 Dana Street in Fort Bragg. There will be no July
Commission Meeting.

Monday, August 18 The August Commission Meeting has been changed from
1:00PM August 25 to August 18.

MOTION FOR MEETING TO ADJOURN: UNANIMOUS; NO OBJECTIONS. ADJOURNED AT 3:55 PM.