



**August 18, 2008
Commission Meeting Minutes**

Commission Members Present in Ukiah (MCOE River Room):

Mary Elliott, Jim Levine, Jeremy Mann, Diane Pauli, Paul Tichinin

Commission Members Present in Fort Bragg: Lucresha Rentería

Staff Present in Ukiah: Anne Molgaard, Pam Ivey, Sabra Lugthart, Natalie Swiencki

Staff Present in Fort Bragg: Lisa Westfall-Davis

Public Present in Ukiah: Linda Nagel

ITEM 1 Welcome and Introductions by Commission Chair, Jeremy Mann – 1:20 P.M.

ITEM 2 Public Comment on Non-Agended Items.

Linda Nagel of HHSA - Public Health Branch updated the Commission on the Partnership for Healthy Babies. Their goal is to eliminate substance abuse during pregnancy. Currently, the Partnership is considering launching a broader media outreach. Sabra Lugthart, FIRST 5 Mendocino Communications Manager, recently presented outreach materials used throughout the United States to the Partnership.

HHSA's Maternal, Child, and Adolescent Health Division (MCAH) is required to do a Needs Assessment every five years to qualify for its funding. The major focus on this particular Needs Assessment is on assessing the capacity of the MCAH system -- not just the program but all of those who do things for the MCAH within the jurisdiction -- to meet the ten Public Health essential services. Linda will be sending out more information and invitations for people to participate to help develop the capacity assessment, in terms of what MCAH's needs and strengths are. At the same time, health indicators are being updated and current priorities are being reviewed.

ITEM 3 Consent Calendar (Action)

- A. Approve Meeting Agenda
- B. Approve Draft Minutes of June 23, 2008 Commission meeting

Motion was made to approve the Consent Calendar: Motion/Pauli, Second/Elliott (Elliott, yes; Levine, abstained; Mann, yes; Pauli, yes; Rentería, yes; Tichinin, abstained). Passed.

Maximize Operational Effectiveness (ITEMS 4 –5)

ITEM 4 Director's Report – Anne Molgaard

- The Willits Kids Club's August 15th "construction celebration" was canceled due to the discovery of pollutants (gasoline) in the soil at the building site. Further testing is

being conducted to determine the extent of soil contamination before the center can open.

Maximize Effectiveness

- Evaluator Cathy Minicucci has trained our grantees on logic models so that they understand why certain achievement milestones had been selected.
- FIRST 5 Mendocino's Annual Report is due to the State November 1st.
- Director Molgaard noted that in light of the State budget deficit, FIRST 5 Mendocino is actually saving the County money by its initiatives such as Healthy Kids Mendocino, Food Stamps Outreach, Raise & Shine, Family Resource Center funding, and supporting 2-1-1 and Breastfeeding initiatives -- all of which are County priorities as well.
- Director Molgaard introduced the updated version of FIRST 5 Mendocino's "Help is on the Way" resource/referral guide for new and expectant parents.
- 2-1-1 Update: FIRST 5 Mendocino is now part of the 2-1-1 Steering Committee organized by the Mendocino County Health & Human Services Agency. The Committee will be planning and designing the 2-1-1/Information & Referral line, in preparation for the June 2009 application deadline to the California PUC. FIRST 5 Mendocino is expecting to give a funding contribution to 2-1-1 since we were initially going to fund a "Warm" line for parents. Also, FIRST 5 Mendocino could do future updates of its "Help is on the Way" resource guide directly from the 2-1-1 web site, or possibly discontinue it altogether. Sonoma County is going live with its 2-1-1 referral line in September.
- We are recruiting for college graduates to fill VISTA positions in Nutrition & Fitness, Outreach, School Readiness (2 positions at MCOE) and Oral Health (PDI in Windsor).

Healthy Children

- SPARK (Sports, Play, and Active Recreation for Kids): SPARK will provide four days of training in Ukiah and Willits in October. We expect approximately 160 Child Care Providers to attend.
- Pediatric Dental Initiative Update: PDI has served 100 Mendocino County kids to date at its Redwood Empire Surgery Center. Its second Operation Room is opening next week for one day each week. Director Molgaard invited the Commission to attend PDI's annual fundraising luncheon and silent auction on Thursday October 16 and to extend that invitation to local dentists, or donate an auction item, and have local dentists distribute PDI materials in their offices.
- The Commission discussed the benefits of young children getting flu shots and the prioritization of the flu vaccine. The Commission explored to what extent FIRST 5 Mendocino might get educate the public to inoculate young children, in addition to the efforts of Public Health and other agencies. We will be asking other agencies whether they have time, money and/or resource to dedicate to a flu campaign.
- The Commission discussed the idea of a social marketing campaign to decrease alcohol use during pregnancy pursuant to the Partnership for Healthy Babies. Staff will explore other possible support with the Policy Council on Children and Youth, Health and Human Services leadership and with participating agencies such as Consolidated Tribal Health, Project Sanctuary, and Area One Developmental Disabilities. One other campaign that is starting in a couple of other counties is

called NineZero (Nine months, Zero alcohol). Following Dr. Chasnoff's visit in September, FIRST 5 Mendocino will report back to the Commission to determine how much time and energy to invest into a social marketing campaign.

- Director Molgaard reported that Raise & Shine received funding from United Way for 2008-09 in the amount of \$50,000.
- Sabra Lugthart showed two unedited video clips of parents who have used Raise & Shine services – one featuring Triple P intervention and the other Parent Child Interaction Therapy (PCIT). The plan is to feature three video clips at different levels of intervention on our web site. The entire program was reported to be less than \$5,000.

Note: The teleconference connection with Commissioner Rentería and others at the Fort Bragg location was lost at 1:55 p.m. in a widespread technical failure during the Director's report (Agenda Item 4/Healthy Children/Flu Immunizations). The Commission was notified at 2:47 p.m. that the connection could be restored between the two meeting locations (at the point of the Commission's discussion on the 2007-08 Annual Report to the State--Agenda Item 6). Commissioner Rentería had already left the meeting at approximately 2:30 p.m., after waiting about one-half hour for the connection to be restored, while those at the Ukiah location continued with this meeting without Commissioner Rentería.

ITEM 5 Fiscal Reports (Action)

Audit: Director Molgaard reported that we contracted with Jensen & Associates to perform our outside audit. After reviewing fiscal records on-site at FIRST 5 Mendocino offices, the auditor has now moved on to the next step of gathering information from our grantees about whether they have received their money and how much they have spent, etc.

Administrative Budget: Director Molgaard reported that next month we will know whether or not there are funds left over in the Administrative budget; and, if there is an unused balance, the Commission will be asked at the next Commission meeting where to re-allocate these funds.

After review and discussion, a motion was made to approve the final Fiscal Report for May 2008. Motion/Tichinin, Second/Levine (Elliott, yes; Levine, yes; Mann, yes; Pauli, yes; Tichinin, yes; Rentería, absent). Passed.

ITEM 6 Annual Report to the Public

After discussion and reviewing examples presented by Natalie Swiencki in consideration for what the format and design might look like for our 2007-08 annual report to the public the Commission recommended: including more photographs; fewer drawings; both data and stories; as well as results and other information that FIRST 5 Mendocino's partners may want to refer to. In addition, the Commission discussed how children are doing today and suggested we devote space in the annual report to validate just how different parenting is today than it was for previous generations.

Healthy Children (ITEMS 7 – 9)

ITEM 7 Healthy Kids Mendocino (HKM)

Executive Director Molgaard thanked Commissioners Tichinin, Rentería and Glassey for attending Congressman Mike Thompson’s award dinner in Fort Bragg on July 20th where FIRST 5 Mendocino was awarded a plaque in recognition for providing children’s health insurance.

Megan VanSant will be at the next Commission Meeting with a presentation on Healthy Kids Mendocino data.

ITEM 8 Safe Play Areas (Tabled)

Action on this agenda item was canceled. A meeting took place on August 8 with Executive Director Molgaard, Supervisor Colfax and individuals from Anderson Valley, where the group confirmed that funds allocated by FIRST 5 Mendocino for the Anderson Valley Junior/Senior High School Safe Play Area would best be used for installation of a tricycle/stroller path. The Anderson Valley group will work with Supervisor Colfax to resolve the parking and safe access issues.

ITEM 9 Outreach Report

Natalie Swiencki, Community Outreach Coordinator, reported on the following outreach activities:

- FIRST 5 Mendocino went to partners’ offices and gave presentations to staff on Kits for New Parents; 250 kits were distributed this month. Family Resource Centers are also distributing the kits.
- FIRST 5 Mendocino participated in Family Fun in the Sun at Vinewood Park and Todd Grove Park, and on August 23 will be at Observatory Park to provide healthy fruit kabobs.
- We partnered with Healthy Kids Mendocino and Ukiah Unified School District to open a smoke-free indoor playground, as a result of the wildfires, and served over 100 kids between June 30 and July 11.
- 180 people attended the Fruit and Veggie Fest on July 17 at the Grocery Outlet in Ukiah. The Nutrition Network (regional funding through the California Dept. of Health) planned this event, and FIRST 5 Mendocino jumped in localize the outreach work and arrange for KXBX to broadcast live.
- First 5 California’s Hands-On Health Mobile Van. We distributed information at the Redwood Empire Fair and at the Calpella Bike Rodeo, which was held at Consolidated Tribal Health (busy event—approximately 75 kids – good planning). Two bilingual educators travel with the van and this venue provide a great opportunity to talk with parents and to tell them what all is available for their children. Natalie urged FIRST 5 Mendocino to definitely consider participating at future Consolidated Tribal Health bike rodeo events.

Children Ready to Learn - Literacy

ITEM 10 Imagination Library (Action)

Natalie Swiencki presented the Imagination Library program, including its synergy with the Strategic Plan, the results of an “interest survey” to community members, and

subscriber costs. The Imagination Library mails a hardback book monthly to each child from birth to age five. Staff proposed a three year county wide pilot implementation of the Imagination Library Program. The draft implementation plan included in the Commission materials and reviewed and discussed.

Following discussion, the Commission motioned and approved \$60,000.00 in funding allocated in the 2007-10 Strategic Plan to create a “knowledgeable, nurturing community” to pilot the Imagination Library. Motion/Pauli, Second/Elliott (Mann, yes; Elliott, yes; Levine, yes; Pauli, yes; Tichinin, yes; Rentería, absent). Passed.

High Quality Child Care

ITEM 11 CARES REPORT (Comprehensive Approaches to Raising Educational Standards)

Executive Director Molgaard reported out the 2008 CARES results and provided an overview of the purpose and benefits of the CARES program, which is to reward continuing child care education and professional growth, and included discussion of the following:

- CARES funding; in the amount of \$380,000.
- Our local evaluator has met with our Evaluation Subcommittee and is preparing an in-depth report from eight years of data, to be ready January, 2009;
- The State First 5 is determining their Legacy Programs which will decide if CARES matching funds will be available after 2009;
- Highlights from CARES Year 8 includes 110 applications received, with 102 checks mailed by our June 30th goal;
- Education and training achieved in Year 8: 250+ college course units, 550+ hours of professional growth training, and at least five new BA Degrees were attained;
- 54 applicants received the Public Policy and Advocacy stipend of \$150 each;
- New for 2009: NAEYC Memberships, a bonus for completing applications, and Q&As on the entire CARES Program to appear on our web site to help providers more easily; and
- “Thank you” notes to the FIRST 5 Mendocino Commission were shared from child care providers who had received CARES Stipends.

ITEM 12 Election of Officers (Action)

Executive Director Molgaard stated that members of the Executive Committee are elected annually and presently include Jeremy Mann, David Colfax, Lucresha Rentería and Diane Pauli. The Committee ideally would be made up of at least one person in government, at least one person not in government, at least one person from the coast, and not all of the same gender.

After discussion, a motion was made to elect Jeremy Mann as the Chair, David Colfax as the Vice Chair, Diane Pauli and Lucresha Rentería as ex officio members, and Paul Tichinin as the alternate if someone is unable to serve.

Motion/Elliott, Second/Levine (Mann, yes; Elliott, yes; Levine, yes; Pauli, yes; Tichinin, yes; Rentería, absent). Passed.

ITEM 13 Commissioner Reports -- Chair Jeremy Mann invited Commissioner reports:

Commissioner Elliott, Director of the Children's Services Branch of the HHSA, explained that the agency is in the process of reorganization into the Systems of Care structure. Commissioner Elliott is currently serving as the Mental Health Branch director as well and attended a Mental Health Services Act Prevention and Early Intervention training (PEI).

Commissioner Pauli: Offered to attend Mendocino County Board of Supervisor meetings at the Commission or Executor Director's request to take notes on issues concerning FIRST 5 Mendocino's interests, and then report back to the Commission.

Commissioner Mann: Announced he is working towards an MBA in Health Care through the University of Colorado, in addition to his pediatric practice.

Commissioner Levine: Advised the Commissioners that he will be sending them membership applications for the California Coalition for Youth, an advocacy organization which runs the only state-funded crisis line for youth in California, of which Commissioner Levine is a Board member.

Commissioner Tichinin: (1) Announced plans to campaign for a fifth term as Superintendent of Schools for Mendocino County; the next election is just one year and ten months from now; and (2) discussed his interest in long-term coastal planning -- in particular, to identify industries that could sustain the economy and culture of the coastal communities.

ITEM 14 Upcoming Meetings and Announcements

The **FIRST 5 Mendocino Executive Committee** meets Wednesday, September 10, 2008, from 10:30 a.m. to 11:30 a.m. The date, time and location will be confirmed with Executive Committee members.

The **FIRST 5 Mendocino Commission** meets at 1:00 p.m., Monday, September 29, 2008 at MCOE/River Room and The John Diederich Center in Fort Bragg.

The **FIRST 5 Mendocino Commission** meets at 1:00 p.m., Monday, October 27, 2008 at MCOE/River Room and The John Diederich Center in Fort Bragg.

The **FIRST 5 Mendocino Commission** meets at 1:00 p.m., Monday, December 8, 2008 at MCOE/River Room and The John Diederich Center in Fort Bragg.

There being nothing further to come before the Commission, the FIRST 5 Mendocino Commission Meeting adjourned at 4:07 p.m.