



January 25, 2016

Commission Meeting Minutes
Mendocino Office of Education

Commission Members Present

Lucresha Rentería	Jim Flaherty	Paul Tichinin	John Passalacqua
Ben Anderson	Dan Hamburg	Bryan Lowery	Jeremy Mann

Public Present who signed in

Debra Ponton

ITEM 1 WELCOME & INTRODUCTIONS

Commissioner Rentería called the meeting to order at 1:08 p.m. and welcomed visitors. The Commission, staff, and guests made introductions.

ITEM 2 PUBLIC COMMENT ON NON-AGENDIZED

Commissioner Rentería asked for public comment. None received.

ITEM 3 CLOSED SESSION – PERFORMANCE EVALUATION

Per Gov. Code 54954(b) the Commission will conduct a Performance Evaluation of the Executive Director.

ITEM 4 RECONVENE IN OPEN SESSION

Commissioner Rentería reconvened in open session @ 2:23 pm; Executive Committee Board will meet with Executive Director to discuss the evaluation results.

ITEM 5 CONSENT CALENDAR (ACTION)

- A. Meeting Agenda
- B. Draft Minutes from October 26, 2015 Commission Meeting
- C. Final 2016 Commission Meeting Schedule
- D. Reimbursement of Commission Expenses Policy

Motion made to approve the Consent Calendar.
Motion/ Tichinin, Second/ Anderson, (all ayes, no nays). Motion Passed.

A roll call was conducted for the vote resulting in a unanimous decision.

REDUCED SUBSTANCE ABUSE AND IMPROVED PARENTING

ITEM 6: IMAGINATION LIBRARY

Menaka Olson, Communications Manager, presented and Imagination Library fundraising update to the Commission. Zoey Fernandez was introduced to the Commission as the IL assistant. She works on the ins and outs, contracting parents, maintaining the database, etc.

The program is in the 7th year and inherited it fall of 2014 from 5 past VISTAS. There is an assumption that the Commission is fully supportive of the program moving forward. There is a 1-pager containing a graph supporting the current enrollment of the program for a total of 3,301, is a highest sustainable number IL in the county has seen. The

number may fluctuate due to births, graduations and families moving out of county. The comparison of children enrolled to the children living in the region to obtain the region provided to the Commission. The North County continues to be the lowest region enrolled. Commissioner Anderson contacted the Superintendent of the Laytonville School District to help increase enrollment. The Friends of the Long Valley Library is trying to open a satellite site there. Commissioner Flaherty asked about north county, which total = 203 (Laytonville = 150). Commissioner Flaherty asked if the Clinic is involved in enrolling children in IL. They have books to distribute but there haven't been many children lately, including posters and enrollment forms available if children are seen. Commissioner Anderson commented the clinic is struggling with providers.

Over past 7 years, sent 179504, total sent = 364,000. Approximately \$2.02 a book, including with what FIRST 5 Mendocino pays Dollywood. The first year has been over-inflated due to the total fundraising dollars being included. We have a fund at the Community Foundation because DWF requires us to have a non-profit affiliate to obtain the bulk mailing discount. Executive Director Molgaard explained the \$300,000 FIRST 5 was due to budget initiatives. Commissioner Lowery inquired about 01/2017 and looked at near 0.00 balances. Menaka confirmed that the numbers are likely to double by June. Current balance at CF is 107,000 and on average the annual cost is 100,000 just to send books. FIRST 5 cover all administrative costs. Currently there are 67,000 in CF and in June 2016, we will need to send an additional 40,000 to DW. We need to raise \$100,000 this year.

Some fundraising ideas were direct requests, grants/events, mailers, etc. This year, Dr. Marvin Trotter has been a supporter for IL for a while now and he has been able to get his medical group to donate \$2500. He wanted to challenge his community to match the \$2500 so we used the Hometown Shopper to send postcards that went out to every address in Redwood Valley and Calpella twice. Commissioners Mann & Lowery inquired the price of the post cards. To send the post cards it cost \$1400. It was decided it was not an efficient way to fundraise. Every year, in June, we do an annual ask to all previous donors. 178 went out and we received \$3430. Every two months, we do an alumni ask. We ask all the families that have had a child graduate in the last year. It is the only time we ask for any money for participants and links FIRST 5 the program. This fiscal year we have sent out 383 letters and earned \$359. Commissioner Anderson asked for a rate of annual donors, Executive Director Molgaard responded 178 letters were sent and \$3400 was received, with mostly \$30 donors, indicating 1 out of 3 donate. Commissioner Passalacqua asked if we had considered setting up an "ask" in December because people start thinking about tax right-offs in December for the end of the year. Menaka responded that she did an informal ask and sent out the newsletter to all the Commissioners via email. The newsletter had a section on IL and how many kids they had, as well as a section where people can donate online. In 2014, we received a lot of end of the year donations but not in 2015. Executive Director Molgaard asked if what we did different this year that didn't allow us too many donations. Menaka commented that this year the newsletter was better in both writing and appearance but one big change that happened in last year was the WIC assistance, which had a possible 600 new enrollments. Commissioner Lowery commented that families that are going there for receiving education services, makes it understandable why they had so many enrollments. Menaka responded the research data says that you don't have to be wealthy to donate, that there are smaller donations that can keep us afloat. The goal for 2016 is hospital sponsorship, LC pays for each birth in hospital to have first year of books. Commissioner Flaherty inquired about number of births which is approximately 1000, about \$30,000 a year. UUSD sponsored \$15,000 for 4 year olds in the Ukiah area. Menaka is in communication with Aaron Carter at MCOE to get the idea out through all the districts and superintendents. Commissioner Lowery inquired of Executive Director Molgaard if she knows anybody that could pick this idea up as a project at Leadership Mendocino and take on as fundraising, and putting the alumni list out could generate dollars. Grants could be fundraising opportunities, Umpqua Bank ongoing, and are applying for at least \$2500. We would like to look at other banks and foundations at banks. We would also like to look into large local business, i.e. Kohl's, Friedman's, Walmart, etc., Service clubs have been very supportive in the past so we are going to continue to tour and present and provide updates. The only local foundation that has given annually for years is the George and Ruth Bradford Foundation. As for events, we have had the MacCallum house fundraiser in December 2014, but due to the weather conditions, there were only about 20 people that attended but they all gave donations. We can still set this up if wanted to. They contribute all the profit made throughout the evening (25 tables). There may be other restaurants that can be considered as well. The Spelling Bee is a fun and great community outreach, but it is a lot of time and money to put the event together and has never made the \$10,000 we had hoped for. We have had request for a kid's spelling bee because no school does it here but we are unable to serve alcohol. The idea of Hosted Dinners has come up, possibly hosted by Commissioners.

Commissioner Mann suggested developing Grandparent materials to distribute at the hospital for newborns. Grandparents can sign up the newborns for IL at birth with an option for a full 5 years. Commissioner Rentería suggested using the hospital foundation on the Coast and Commissioner Tichinin would talk to Steve Lund who is the foundation board chair and also followed up agreeing that we need to go after grandparents or any donors to donate for the first 5

years. Commissioner Rentería followed up that she has a personal connection with the new foundation director of the hospital and trying to work closely with MCC and the hospital. Executive Director Molgaard suggested scheduling lunch and a FIRST 5 staff could come over and bring a 1-pager. Commissioner Anderson suggested Costco since they are trying to move into Ukiah and could use goodwill also he suggested wineries, but they have donated particularly to events. Commissioner Mann suggested reaching out to successful graduates from Ukiah High School who grew up in the area and perhaps they would be interested in donating. Also book clubs, or other organizations who would like to donate books to children, we can draft a direct ask for you or you could create the direct ask for the people you know.

Time of year, impact on life, automatic recurring payments, reminders to donate and phone calls to discuss current events is what causes people to actually donate. PayPal is the preferred method for donations because of the security purposes. We want to not be annoying but we want to keep people connected to the program, which is always a fine line. Commissioners Mann, Anderson and Lowery stated it would be a good idea to send emails or newsletters to previous donors to keep them informed and a link to where they could donate. Possible raffle tickets to sell with no attendance required, or dinner and dance, High school clubs would put on event or do a penny war. Partner with local stores (small or large) to round purchases up to the dollar to donate the change. Point Noyo opened and doing a fundraising night for the Timberwolf Stadium Association so they may be willing to do another fund development night.

ITEM 7: IMPACT

Townley Saye presented IMPACT to the Commission. The First 5 Association approved funds to Improve and Maximize Programs so All Children Thrive (IMPACT). It's primarily centered on continuous quality improvements and early learning sites with a goal to maximize investments and leverage non-F5 dollars. Over the next 5 years, Mendocino County in particular is looking to receiving \$569,000 dispersed through the local county consortia. The purpose of First 5 IMPACT is to create a system that coordinates, assesses and works on improving the quality of early learning settings throughout our county.

The first goal was to create the local consortium. It was a natural fit to go to the Child Care Planning Committee (CCPC). Most members of the consortium have sites participating in the IMPACT and others are supportive offering family engagement activities. FIRST 5 Mendocino will act as the fiscal lead. Licensed centers and in-homes, tribal centers, Family, Friends & Neighbors and Family Resource Centers can apply as an alternative setting for professional development or trainings provided.

Funding is coming down in 3 separate steps, depending on the current level of quality improvements already in place throughout the county. Mendocino is entering as a step-2 because ratings are not yet being done, -but efforts towards eventually rating sites are a county-wide goal. The local consortium decided to focus on 35 sites over the next 5 year period to get the improvement plans in place and work on them deeply to start maximizing quality. Participation in the program is completely voluntary; the site administrator must agree the entire site will participate with at least 50% of teaching staff participating in efforts.

The local consortium decided to focus on four keep quality improvement principles: Social Emotional Development, Effective Teacher-Child Interactions, Professional Development and Family Engagement. All of the plans across the 35 sites will be working on one or several of these continuous quality improvement efforts during the grant cycle. A variety of trainings will be offered. Executive Director Molgaard clarified the IMPACT at the state requires us to choose priorities. One of the priorities we chose was family engagement and the best way to do family engagement and to measure results is to use the protective factors. The Family Engagement trainings will focus on the Strengthening Families framework and the five Protective Factors. This framework increases a parent's resilience, social connectedness and helps to create concrete support for families in need. The framework also increases the knowledge of child development to improve parenting. This fits well in the current FIRST 5 Mendocino's strategic plan of Improving Parenting. Commissioner Flaherty inquired about reporting outcomes and measures. During the first year of implementation, data bases are being reviewed. FIRST 5 Mendocino is part of a regional hub that includes seven other counties. These counties collectively will decide on the best data base to use to report outcomes to the First 5 Association. The first year of implementation will primarily focus on training incentives for sites based on which quality improvement they have chosen to focus on. These incentives most likely are substitute teacher salaries so sites will not lose operating days so main teachers can get professional development training. There is a lot of flexibility in the funds with allowable annual budget adjustments as the program is further designed and implemented.

Iliana Mora, the Raise and Shine Program Assistant, and Townley Saye will be working with Laura Elizares, the new manager for the Child Care Planning Council. FIRST 5 Mendocino will act as the liaison between First 5 Association and the local consortium, while Laura will primarily communicate to the local consortium directly, organize meetings and work on the data evaluations.

Commissioner Flaherty inquired about the total amount and how it is to be distributed to the 35 programs. Townley replied that based on total goals each site decided on, incentives would be dispersed based on goals achieved. The average amount of funds a site would receive is roughly a couple thousand dollars each year not including additional training that the Regional HUB would provide. Stated that the funding depended on the plan in place, the location and the numbers being served would be different for all sites. The average is a couple thousand dollars per site over a year. Executive Director Molgaard further explained that the incentives provided by our county would be the cost of travel and substitute stipends, while the cost of the training itself would be covered by the regional HUB. Details of the HUB and its funding are still being worked out. Commissioner Passalacqua asked about what funds were being received by FIRST 5 Mendocino. It was further explained that the administrative costs for employees' time would be the only funds received by the grant.

MAXIMUM EFFECTIVENESS AND EVALUATION

ITEM 8: DIRECTOR'S REPORT

Executive Director Molgaard presented the Director's Report to the Commissioners. Home Visiting was revisited and the HHSA funds of \$70,000 to put with F5 funds, Public Health (PH), Maternal, Child and Adolescent Health (MCAH), nursing would take the lead, but HHSA Director Stacey Cryer would like it left open for different people to do it to see what works and what doesn't. MCC was contacted and FRCs was discussed as possible candidates. There is an introductory meeting at PH on Thursday 1/28/16. We would like to use Healthy Families America (HFA) because it has been highly tested and proven and we hope that nobody objects to the use of it. HFA would mean everybody would get a couple visits but then we could focus our resources on the families that really need the assistance.

Supervised Visitation has become problematic the contract was agreed to because there was nobody else that would take the contract. It is a \$35,000 subcontract, and FIRST 5 has to add \$10,000 to complete it. It is right in our mission because it is supervised visitation to people in family law court that the judge doesn't trust to do joint-custody and the judge would prefer a report written by someone who is trained to do the report. There was an issue with a parent completing their prerequisites to the supervised visitation who was inquiring about metal detectors in the office which led to the closing of the office, the staff was scared, notification of law enforcement and ARRC board and the school site. The person was a Non-Custodial Parent (NCP) with a large rap-sheet of domestic violence. Due to all the problems this situation has caused, there is a meeting with the court to go over the possible end of the contract. Commissioner Passalacqua inquired about the contract end, which is 3/31/16 and inquired about giving notice to end the contract. The date is TBD but we want to give the court appropriate notice. Executive Director Molgaard asked if a Commissioner would like to join the meeting with Judge Mayfield to go over the contract. Commissioner Flaherty stated he would participate if he had plenty of notice. Lydia thinks that 90-95% is men who have ongoing domestic violence. We know that maintaining the relationship is important but do we want that type of relationship to be maintained. Commissioner Tichinin thought it could be counterproductive for the child to be exposed to that type of parent/atmosphere and wants to see the evidence to make the decision. Commissioner Anderson thought that even though this was just the first incident, how long will we have to wait until something bad happens? Perhaps we should subsidize the contract for someone else to do it. Commissioner Passalacqua asked that since necessity the mother of invention is, what if the board knows there is no one else to do it, will they find more finance? If there was more money involved, they could hire a security guard, rent a cop, etc. Commissioner Lowery stated that it doesn't seem like it is the proper place for this program and we should be continuing with the contract even if there are additional funds allowing FIRST 5 to not subsidize the grant. Commissioner Mann wanted to clarify if the issue is that FIRST 5 shouldn't do it or if it is because we are acting in a codependent way by allowing this to persist in a manner that is untenable and Commissioner Passalacqua jumped in stating the venue has to be better and have to have the right skill set. Commissioner Anderson spoke directly about working with someone who has been assaulted or harmed on the job and being in that is not a good feeling. Many end up being traumatized for years after it happens and believes it would be better to get out before any of it happens.

2-1-1 Half-time position for website updates. They would sit in our office so we would pay that person and we would no longer pay San Bernardino for that portion of the contract.

New VISTA member has a teaching credential, but we are looking for a host.

Reminder to turn in Form 700.

Next commission meetings 2/29 & 3/28.

ITEM 9: COMMISSIONER REPORTS, ANNOUNCEMENTS & ADDITIONAL MATERIALS

Commissioner Rentería adjourned the meeting at 3:51 p.m.