



Commission Meeting Minutes

Wednesday, March 21, 2018

Members Present: Chair Toni Campbell, Christina Cuevas, Lisa Hindman Holbert, Bruce McPherson, Leticia Mendoza, Giang Nguyen, Ellen Timberlake

1. Call to Order and Establish Quorum

2. Review and Adopt Agenda

M/S/P: (Commissioner Giang Nguyen / Commissioner Christina Cuevas) unanimously moved to adopt the agenda.

3. Consent Agenda

- A. Approve Commission January 17, 2018, Meeting Minutes
- B. Approve Financial Report for the period ending February, 2018
- C. Accept First 5 Santa Cruz County Grant Application Tracker, 03/21/18
- D. Accept FY 17/18 First 5 Santa Cruz County Contracts Executed Under Executive Director Authority, 03/21/18
- E. Accept FY 17/18 First 5 Santa Cruz County Sponsorships report, 03/21/18
- F. Approve contract authorization with Encompass Community Services, Head Start for an amount not to exceed \$64,800 for a QRIS Request for Resources grant (funded by First 5 California IMPACT grant).
- G. Approve contract authorization with Pajaro Valley Unified School District, Migrant and Seasonal Head Start for an amount not to exceed \$32,400 for a QRIS Request for Resources grant (funded by First 5 California IMPACT grant).
- H. Approve contract authorization with Mission Analytics to develop an individualized county child care subsidy plan, in compliance with AB 300, between January 1, 2018 and December 31, 2018 in an amount not to exceed \$25,000 (supersedes prior authorization with Santa Cruz County Office of Education).

Commissioner Timberlake asked if Mission Analytics would have a completed plan by December 31, 2018. Director Brody said it would be much sooner and that was just the end date for the contract.

Commissioner Cuevas noted an error of a term end date on the grant application tracker for Community Foundation grants. The date should be 6/30/18 not 6/30/17.

M/S/P: (Commissioner Ellen Timberlake / Commissioner Giang Nguyen) moved to approve the Consent Agenda.

4. Community Oral Communications

Adele Gardner introduced herself as working with Syda Cogliati who is running for Superior Court Judge. Ms. Gardner said she was observing the First 5 Commission meeting to take information back to Ms. Cogliati. She added that Ms. Cogliati is an extraordinary candidate for judge who she thinks would be a great candidate as an advocate for families. Ms. Gardner had cards to distribute listing the website address of Syda Cogliati.

5. Commissioner Oral Communications

Commissioner Timberlake announced that Emily Bali is the new Deputy Director in the Department of Human Services. She took Commissioner Timberlake's former position.

Ms. Bali has a long history in the department and most recently was the Director of the Employment Benefit Services.

Commissioner Nguyen announced that Michael Beaton, who had been Director of Administration for the Health Services Agency, has left HSA and has taken a new position as Director of the County of the General Services Department. In the interim Joe Farris has been appointed to be the Acting Director of Administration for HSA. In addition, Commission Nguyen announced the selection and appointment of Mimi Hall as Assistant Health Director. She comes with a wealth of experience, currently working as the Public Health Director for Yolo County, prior to that as Public Health Director for Plumas County. She has a Master's Degree in Public Health, has worked in Hawaii with a background in health education, and she is an executive member of the California Health Executive Association.

Chair Campbell said she also chairs the Friends of Capitola Branch Library and expressed her appreciation to Christine Sieburg and Irene Freiberg who had a group of Reading Corps volunteers help sort hundreds of books at the book store in the mall for AmeriCorps Week.

6. Presentation on First 5 Association of California Network Strategy – Information Item

Moira Kenney, PhD, Executive Director, First 5 Association of California, updated the Commission on the First 5 Association's Network Strategy.

Ms. Kenney announced that David Brody had joined the Executive Committee of the Association. He was elected by the Bay Area Region to the Board of the Association, starting in January.

Ms. Kenney reviewed several changes both at the Federal and State level. Two things that happened on the November 2016 ballot were that two propositions passed, Prop. 56 and 64, the tobacco tax and legalizing of marijuana, neither of which said that there should be funding for early childhood services. Those were two really big opportunities that did not reinvest in early childhood. Ms. Kenney stated the importance of expanding communications capacity in order to increase the awareness of the importance of investing in early childhood and the role that First 5 plays. She added there is the need for all of us to work towards greater investments in those systems. She said we call this our "Network Strategy." Ms. Kenney stated that as important as the work that First 5 Santa Cruz County does, it is equally as important that what happens across the Bay Areas is seen as united and focused towards common goals and outcomes, so that partners statewide can join in that work.

Director Brody thanked Ms. Kenney for her outstanding leadership noting how much each First 5 relies on the Association, and adding that the "Network Strategy" is exactly where we need to go.

7. First 5 20th Anniversary and Family Fun Day, May 2nd – Information Item

Director Brody and Moira Kenney updated the Commission on the First 5 20th Anniversary and related activities at the State Capitol on May 2, 2018. First 5 Commissions from across the state will join with partners and families to celebrate First 5's 20th anniversary and highlight our ongoing work to ensure California's youngest children are healthy, happy, and ready for school and life.

**8. Convene Public Hearing on 2016/2017 First 5 California Annual Report – Action Item
Convene a public hearing and accept First 5 California Annual Report**

Chair Campbell temporarily adjourned the regular meeting and opened a Public Hearing to review the First 5 California Annual Report.

Director Brody stated that each year the Commission must hold a Public Hearing on the First 5 California Annual Report pursuant to Health and Safety Code sections 130140 and 130150 and Santa Cruz County chapter 2.45. A copy of the report was included in each Commissioner's

packet for review. First 5 Santa Cruz County is highlighted on page 46 of the report, and the report can also be found at First 5 California's website: <http://www.cafc.ca.gov/about/budget.html>

Director Brody reviewed the highlights of the First 5 California Annual Report and First 5 Santa Cruz County programs that were featured in the report: VisionFirst Vision Screening Program and Baby Gateway Newborn Enrollment Program. He reported that statewide First 5 expenditures equaled \$361 Million in the following areas: Improved Child Health 32%, Improved Family Development 28%, and Improved Child Development 40%.

**M/S/P: (Commissioner Christina Cuevas / Commissioner Lisa Hindman Holbert)
unanimously moved to accept the First 5 California Annual Report**

9. Central Coast Early Childhood Stakeholder Convening – Information Item

Director Brody updated the Commission on the upcoming Central Coast Early Childhood Stakeholder Convening scheduled for March 26, 2018.

Director Brody said that last year the California Work and Families Coalition, with Allison Guevara's lead, organized a few early childhood people to do some basic advocacy work visiting our local legislators. First 5 Monterey was involved early on, along with the First 5 Santa Cruz County, San Benito and other stakeholders, with participation of the County Office of Education (Carole Mulford), WIC, as well.

He added that there were several amazing legislative successes last year, and that every bill that the group advocated for was passed, from what became a part of the budget in the areas of improvements to child care in the state, to AB300, and to the extension of paid-family leave protections to all employees of companies with 20 or more employees. Since this early success, First 5 Monterey has helped lead the development of a more formalized tri-county central coast early childhood policy and advocacy network to work together to strengthen and advocate for systems that support thriving babies, children and caregivers.

10. Update on Prop. 10 Revenue Projections – Information Item

Director Brody reported to the Commission that recent updated Proposition 10 Revenue projections are significantly lower than what was projected prior to the beginning of the fiscal year and represent a difference of approximately \$140,000 from our FY 2017/18 budgeted revenue. Projections for FY 18/19 and FY 19/20 have also been reduced.

Director Brody explained that the two primary reasons for the reduced projections were first because the projected revenue increase related to electronic cigarette sales is lower than what was projected and second, the initial reduction to Prop. 10 tobacco revenue due to the implementation of Proposition 56 was less than predicted in the first two years which means less backfill coming in the out years.

Director Brody said that historically the revenue projections have been very conservative (i.e. that the state projects less revenue than is actually received) although last year was an exception. If the projection is accurate, First 5 will have \$140,000 less in Prop. 10 revenue in this fiscal year as well as less Prop 10 revenue in FY 18/19 than originally projected. Director Brody said he doubts it would be that much and somewhere in between the projection and our budget. When we did our strategic plan, the Commission agreed not to go below \$200,000 in our fund balance. Director Brody said, however, that his goal was to keep it at \$300,000. He added that some expenses budgeted in this fiscal year will not be expended and is confident that he can commit to the Commission that we will stay above \$200,000, but deeper budget reductions will be necessary in FY 18/19 than projected earlier due to the changes in multi-year Proposition 10 revenue projections from the state.

11. Thrive by Three Update – Information Item

Director Brody provided a brief update on the Thrive by Three Initiative and formation of the Thrive by Three Advisory Committee. He said the Thrive by Three Initiative is about developing a system of care for very young children and their families, anchored around increasing home visitation capacity in our county and the role that home visitors can play in supporting the broad needs of families with young children but also attending to other parts of that system of care. Executive Leadership from each strategic plan areas has been appointed to the Advisory Committee. Appointments are as follows:

- Health Improvement Partnership Strategic Plan – Elisa Orona, Executive Director, HIP
- Dientes/Oral Health Access – Dr. Sepideh Taghvaei, Dental Director, Dientes Community Dental Care
- Public Health/Community Health Improvement Plan - Jennifer Herrera, Interim Assistant Director of Nursing
- Children’s Advisory Council/Master Plan for Early Care and Education – Diane Munoz, CAC Coordinator
- Behavioral Health/Mental Health and Substance Abuse Disorders Strategic Plans – New management hire TBD.
- Family and Children’s Services/Systems Improvement Plan – Joan Miller, Division Director, Family and Children’s Services
- City of Santa Cruz Children’s Fund – Martine Watkins, Councilmember
- Director Brody announced that Dr. Faris Sabah was asked to serve on the Advisory Committee on behalf of First 5 Santa Cruz County.

12. Triple P Update – Information Item

Nicole Young, Triple P Coordinator, updated the Commission on recent events and Triple P activities. Ms. Young stated that Director Brody, Deborah Panetta from the Central CA Alliance for Health, and she presented at the international “Helping Families Change Conference” held in Sonoma County. This is where all the international Triple P researchers, providers, and coordinators come together once every year. First 5 Santa Cruz County was selected to present on its 5-Year Report, describing what Triple P looks like in our county. Director Brody gave an overview of the 5-Year Report, and Ms. Panetta gave a presentation about results from a pilot of Lifestyle Triple P, which is one of the newer versions of Triple P which focuses on health, nutrition, and physical activity and is geared for families who have children who are overweight or obese. Ms. Young said that the initial Lifestyle pilot has proven to be very promising, and that La Manzana has also completed one.

Ms. Young also reported that Triple P recently started offering workshops as part of the Cal/Works in the winter and spring workshop series.

In addition, after working with the inmate program manager, Cynthia Chase, they came up with a customized set of classes based on Triple P tip sheets and are tailoring the way it’s being taught. It also incorporates acknowledgement that some of the parents in the jails may not have seen their children for a long time or do not have a relationship with them. This helps them understand and adopt some of these strategies for when they are reunited with their children.

Ms. Young also added they were exploring the possibility of piloting with Triple P America as one of their research sites by using electronic tip sheets in health care clinics. Medical providers could download the tip sheets to provide advice to parents immediately.

13. Adjourn

The meeting was adjourned 3:04 PM: