



Commission Meeting Minutes

Wednesday, September 18, 2019

Members Present: Chair Toni Campbell, Mimi Hall, Lisa Hindman Holbert, Bruce McPherson, Diane Munoz, Faris Sabbah, Ellen Timberlake

1. Call to Order and Establish Quorum

The meeting was called to order at 1:08 PM and a quorum was established.

2. Review and Adopt Agenda

M/S/P: (Commissioner Faris Sabbah / Commissioner Bruce McPherson) moved to approve the Consent Agenda. Chair Campbell recused herself since she had not attended the meeting.

3. Consent Agenda – Action Item

- A. Approve Commission June 26, 2019 Meeting Minutes
- B. Accept Financial Report for the period ending June, 2019
- C. Accept First 5 Santa Cruz County Grant Application Tracker, 09/18/19
- D. Accept FY 18/19 First 5 Santa Cruz County Contracts Executed Under Executive Director Authority, 09/18/19
- E. Accept FY 18/19 First 5 Santa Cruz County Sponsorships report, 09/18/19

M/S/P: (Commissioner Ellen Timberlake / Commissioner Bruce McPherson) unanimously moved to approve the Consent Agenda. One recusal from Chair Campbell who had not attended the June 26, 2019, meeting.

4. Community Oral Communications

None

5. Commissioner Oral Communications

Commissioner Munoz commented that in addition to being a First 5 Commissioner she is also the Coordinator of the Childhood Advisory Council which is located in the Santa Cruz County Office of Education. She added that approximately one and a half years ago the council had completed their Early Care, Education and After-School Care Master Plan, and she provided copies to each of the Commissioners. She added that there are three goal areas in this master plan: (1) access and affordability; (2) quality; and (3) sustainability. In addition to focusing on those large goals, also included was a page in the back called, "Call to Action" which basically encourages the community to engage in supporting early care and education and afterschool programs.

Commissioner Timberlake acknowledged the work of the Human Services Commission in overseeing the Child Care Developer Fee Program. She added that the subcommittee has completed its work and the Commission took action at its meeting today to send recommendations to the Board of Supervisors in October. Commissioner Timberlake acknowledged and thanked both Diane Munoz and Vicki Boriack for their role, their commitment of time, and expertise to inform that process. She also acknowledged the Board of Supervisors for taking the steps this last summer in changing the child care developer fee ordinance which will allow more resources for that critical gap in the community around facility improvements for those providing child care.

6. Update on Strategic Plan Development – Information Item

Director Brody and Nicole Young of Optimal Solutions Consulting updated the Commission on the plan to develop a new First 5 Santa Cruz County Strategic Plan and Long-Term Financial Plan.

Director Brody and Ms. Young provided information regarding declining Prop. 10 revenue, the spend-down of the fund balance, early childhood funding, policy advocacy, and systems development opportunities, and the First 5 Network strategy to build integrated early childhood systems and supports needed to ensure young children are safe, healthy, and ready to succeed in school and life. Director Brody said that Nicole Young has been asked to assist in this planning process. Ms. Young provided an overview of the Goals of the Strategic Planning Process and a timeline

7. Thrive by Three Update – Action Item

Director Brody provided a brief overview of recent Thrive by Three activities including an update on Early Learning Scholarship awards for FY 18/19. Director Brody noted that a reallocation of \$50,000 originally slated for development of a coordinated entry system in FY 18/19 increased the amount of ELS funding available for distribution from \$70,000 to \$120,000. Director Brody summarized the payment requests by setting: (1) Center requests equaled \$67,820; Family Child Care Home requests equaled \$202,800. Payments requests by area: Ben Lomond: \$2,838; Freedom: \$9,645; Live Oak: \$798; Watsonville: \$106,719. Director Brody said the amount of the payments had been pro-rated based on the total amount of eligible requests received and funds available. Based on this pro-rated formula one eligible payment to Pajaro Valley Unified School District exceeded the Executive Director's contracting authority and was therefore being brought to the Commission for approval.

B. Delegate authority to the Executive Director to execute an Early Learning Scholarship payment to Pajaro Valley Unified School District for early learning and care services rendered to infants and toddlers in the FY 18/19 fiscal year in an amount not to exceed \$24,234.

M/S/P: (Commissioner Mimi Hall / Commissioner Faris Sabbah) unanimously moved to delegate authority to the Executive Director to execute an Early Learning Scholarship payment to Pajaro Valley Unified School District for early learning and care services rendered to infants and toddlers in the FY 18/19 fiscal year in an amount not to exceed \$24,234.

8. Update on Baby Gateway, Children's Savings Accounts and SSID Assignment – Information Item

Director Brody and Commissioner Sabbah updated the Commission on the program planning that is underway to integrate student identifier assignment and Children's Savings Accounts outreach and enrollment with the Baby Gateway program.

Director Brody gave an update on the development of the Children's Savings Account, which has recently been named SEEDS, "Savings and Engagement for Education and Development Success.

Director Brody added that Santa Cruz Community Ventures has partnered with the County of Santa Cruz and many local stakeholders, including First 5 and the County Office of Education, to create a Children's Savings Account program. The program has launched as a very early pilot this month. The pilot plan is to create up to 100 accounts for mothers who receive prenatal services from Salud Para La Gente and from the Santa Cruz Community Health Centers. The eventual plan is to provide an automatic Children's Savings Account to every child born in Santa Cruz County with an initial deposit of \$25 for every child and an additional \$25 for low income families. Director Brody added that additional progressive contributions could be made to the children's accounts based on health and education milestones. For example, partners

throughout the county could use this system as a way to incentivize various healthy behaviors for children and families.

Director Brody said that the accounts would be created automatically by Santa Cruz Community Ventures based on a very limited amount of data that is available from vital statistics; that data includes only basic information about the newborn and none about the family. He added that families will need to be engaged to ensure they are aware of the accounts and know how to access them, which will be a focus of the Baby Gateway Newborn Enrollment Program. .

9. Adjourn

The meeting was adjourned at 2:36 PM.