



AGENDA ITEM: 9  
DATE OF MEETING: July 23, 2015  
ACTION:   X    
INFORMATION: \_\_\_\_\_

## CONSENT CALENDAR

### A. SUMMARY OF REQUEST:

Approve the following consent agenda items:

1. April 23, 2015, Commission Meeting Minutes
2. Agreement Ratifications

### B. ATTACHMENTS:

Attachment 9a: Draft of April 23, 2105, Commission Meeting Minutes  
Attachment 9b: Agreement Ratifications



**CALIFORNIA CHILDREN AND FAMILIES COMMISSION MEETING**

**April 23, 2015  
9:00 a.m. to 4:30 p.m.**

**Courtyard Marriott Sacramento Airport Hotel  
2101 River Plaza Drive  
American River Meeting Room  
Sacramento, CA 95833**

**DRAFT MINUTES**

**Agenda Item 1 – Call to Order and Chair’s Welcome**

Chair Halvorson called the meeting to order at 10:05 a.m.

Commissioners Present:     George Halvorson, Chair  
                                      Joyce Iseri, Vice Chair  
                                      Magdalena Carrasco  
                                      Conway Collis  
                                      Muntu Davis  
                                      Kathryn Icenhower  
                                      Casey McKeever

Ex Officio Member Present: Jim Suennen

Chair Halvorson welcomed members to the meeting. He commented on the growing and robust science of early brain development that reinforces the importance of a child’s first 5 years. He expressed the need to make sure everyone understands that “exercising children’s brains” in the early years helps make them stronger for their entire lives.

Chair Halvorson highlighted the commitment from Superintendent of Public Instruction Tom Torlakson, Secretary of the California Health and Human Services Agency Diana Dooley, and First 5 California to work in partnership and collaboration on serving young children and families, in coordination with their local agency partners, to help ensure all parents in California understand they can make a difference in their children’s development.

**DISCUSSION:** None.

**PUBLIC COMMENT:** Hugo Morales, First 5 Fresno Commissioner, provided comments on the importance of ensuring messaging and outreach methods are targeted to low-income families. He specifically spoke on efforts being done, and provided an update on the need for greater broadband access to low-income families.

## **Agenda Item 2 – Executive Director’s Report**

Camille Maben, Executive Director, provided the following updates:

### Policy Summit

First 5 California hosted a statewide Policy Summit for First 5 county commission leadership and Race to the Top – Early Learning Challenge consortia teams working on local Quality Rating and Improvement Systems and Quality Improvement Systems. The overarching goal from the Summit is to implement a roadmap to quality early learning for California based on evidence, informed by lessons learned, and built on current opportunities and infrastructure.

A proceedings document that will highlight information presented and recommendations from attendees will be shared with the State Commission at the its next meeting in July.

### Communications

First 5 California’s TV campaign for “Talk.Read.Sing.<sup>SM</sup>” won an ADDY award for “Best Television Commercial in a Public Service Campaign.” Fraser Communications will enter the commercials in the national competition.

First 5 California is still awaiting a final decision from the Department of General Services on the second of two bid protests regarding the award of First 5 California’s media contract. Ms. Maben was hopeful the process would be concluded by the end of May so First 5 California can proceed with its public education and outreach efforts, including the “Talk.Read.Sing.<sup>SM</sup>” campaign.

### County Site Visit

Since the last State Commission meeting, Ms. Maben and First 5 California staff made a visit to First 5 Imperial County. She commented on the outstanding work done by staff who serve young children and their families in Imperial County.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

## **Agenda Item 3 – First 5 Association of California Report**

Moirra Kenney, Executive Director, First 5 Association of California (Association), provided the Commission with examples of the recent policy partnership efforts, including the developmental screening and oral health fact sheets as well as the summary of infant-toddler recommendations.

Ms. Kenney also provided context for the discussion of the First 5 IMPACT proposal. She noted that county commissions:

- Are ready to partner on this work
- Fund holistically across areas of child health, early development, and family support
- Welcome the opportunities within this proposal to deepen their work in family strengthening and developmental screening, as well as other areas of possible partnership to ensure the systems change we all seek
- Believe systems are best when they are grounded in communities, built with local knowledge, and meaningful for parents and children

**DISCUSSION:** Commissioner McKeever questioned if there would be suggestions for specific changes or rather a recommendation for the Commission to consider other areas in terms of how resources are allocated. Ms. Kenney said the intension to partner with county commissions was critical, and indicated that parts of the proposal were extremely flexible.

**PUBLIC COMMENT:** None.

#### **Agenda Item 4 – Advisory Committee Reports**

Chair Halvorson called upon Commissioners to provide an update on their respective advisory committee meetings or activities that had taken place since the January 2015 meeting.

**DISCUSSION:** Commissioners McKeever and Collis provided comments on the Legislative Advisory Committee, specifically related to Commission discussion on electronic cigarettes, marijuana legislation, and immunizations.

Commissioner Icenhower reported the Program Committee met to discuss and review the content outlined in Agenda Item 6 on First 5 IMPACT.

Chair Halvorson reported the Executive Committee met to approve the agenda for the April meeting.

**PUBLIC COMMENT:** None.

#### **Agenda Item 5 – Consent Calendar**

The Commission considered approval of the consent calendar as detailed on the agenda, including items 5a and 5b.

**MOTION/ACTION:** Commissioner Icenhower moved the Commission approve the consent calendar. The motion was seconded by Vice Chair Iseri.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

**Agenda Item 6 – Election of Commission Vice Chair and 2015 Advisory Committee Assignments**

Diane Levin, Chief Deputy Director, requested the Commission elect a Vice Chair, and approve appointments to the Commission’s standing and ad hoc advisory committees.

**MOTION/ACTION:** Commissioner Collis moved that the Commission nominate Joyce Iseri to serve as Vice Chair for the First 5 California Children and Families Commission through April 2016. The motion was seconded by Commissioner Icenhower.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

**MOTION/ACTION:** Commissioner McKeever moved that the Commission approve the appointment of Commissioners to the current standing committees, along with the ad hoc advisory committees, as described below. It also was recommended by Chair Halvorson and approved by the Commission to rename the Ad Hoc Strategic Planning Committee as a full standing Committee.

<b>Standing Committees</b>	
<i>Executive</i>	<ul style="list-style-type: none"> <li>• George Halvorson, Chair</li> <li>• Joyce Iseri, Vice Chair</li> </ul>
<i>Public Education and Outreach</i>	<ul style="list-style-type: none"> <li>• Magdalena Carrasco</li> <li>• George Halvorson</li> </ul>
<i>Legislative</i>	<ul style="list-style-type: none"> <li>• Conway Collis</li> <li>• Casey McKeever</li> </ul>
<i>Research and Evaluation</i>	<ul style="list-style-type: none"> <li>• Joyce Iseri</li> <li>• Muntu Davis</li> </ul>
<i>Program</i>	<ul style="list-style-type: none"> <li>• Kathryn Icenhower</li> <li>• Magdalena Carrasco</li> </ul>
<i>Fiscal</i>	<ul style="list-style-type: none"> <li>• Joyce Iseri</li> <li>• Casey McKeever</li> </ul>

Ad Hoc Committees	
<i>Strategic Planning</i>	<ul style="list-style-type: none"><li>• Kathryn Icenhower</li><li>• George Halvorson</li></ul>
<i>Oversight Audit</i>	<ul style="list-style-type: none"><li>• George Halvorson</li><li>• Conway Collis</li></ul>

The motion was seconded by Commissioner Carrasco.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

**Agenda Item 7 – Annual Report Guidelines for Fiscal Year 2015–16**

David Dodds, Deputy Director of Evaluation, requested Commission approval of the Annual Report Guidelines and Annual Report Appendix for FY 2015–16 in preparation for the upcoming fiscal year.

**MOTION/ACTION:** Commissioner Davis moved the Commission approve the Annual Report Guidelines for Fiscal Year 2015–16 in support of data to be prepared for annual reporting requirements. The motion was seconded by Commissioner Icenhower.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

**Agenda Item 8 – Child Health, Education, and Care Summit – Facility Contract**

Diane Levin, Chief Deputy Director, requested Commission approval to contract for a Child Health, Education, and Care Summit facility in 2016 for up to \$200,000.00.

Based on the success of First 5 California’s first multi-agency Summit, staff recommends building on the momentum created by this partnership and convene another Summit at the DoubleTree by Hilton Hotel, Sacramento, in November 2016.

**MOTION/ACTION:** Commissioner McKeever moved the Commission approve First 5 California staff entering into a contract for up to \$200,000 for a Summit facility. The motion was seconded by Commissioner Davis.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

**Agenda Item 9 – First 5 IMPACT (Improve and Maximize Programs so All Children Thrive)**

Sarah Neville-Morgan, Deputy Director of Program Management, requested the Commission approve funding to support a continuum of quality through a new initiative open to all First 5 county commissions by building on state and local investments in a Quality Improvement System/Quality Rating and Improvement System. The proposed First 5 IMPACT (Improve and Maximize Programs so All Children Thrive) Initiative will serve to promote a coordinated Early Learning and Development System in each county and across the state, and will build on and connect to counties' current systems' work and investments, as well as other federal, state, and local efforts.

**MOTION/ACTION:** Commissioner McKeever moved the Commission approve up to \$190 million for First 5 IMPACT for Fiscal Years 2015–16 through 2019–20. The motion was seconded by Commissioner Collis.

**DISCUSSION:** Commissioner Icenhower was in favor of the proposal given the support from the counties. She raised concerns about putting “all our money” into child care, specifically early childhood education and centers. She asked how the funding would reach parents who are in their own home caring for children.

First 5 California staff confirmed the Commission will have \$47.1 million remaining during the 5-year period to fund other Commission-approved efforts. Staff suggested there is an opportunity within the proposal for counties to focus on parent support groups and family resource centers.

Commissioner Iseri and McKeever asked how First 5 California will be able to demonstrate positive outcomes given the Commission's investment is mostly “glue” money, not direct services. Ms. Neville-Morgan explained there will be common site-level data, but at a higher level than with CSP1, since this program is not as child-focused. She also explained that the proposal will be using the tools identified in the QRIS matrix. She did note there are questions being raised in the Race to the Top – Early Learning Challenge (RTT-ELC) pilot about some tools, such as the ERS tool, both because of costs and lack of validated assessors.

Ms. Maben added First 5 county commissions are already collecting data, and once the counties have selected what they will do with the funds, First 5 California will be able to establish a better sense of the appropriate evaluation plan.

After a question about the possible loss of slots funded under CSP 1, Ms. Neville-Morgan explained the approach First 5 county commissions across the state are taking, which is to focus on systems while working with other advocates and the legislature to address the need to expand access.

Commissioner Davis asked for a more detailed explanation on how First 5 California will capture those families not in child care centers. Chair Halvorson expressed the importance of making sure other half of the children who are not in child care settings are being helped. He requested First 5 California bring back more information at the July Commission meeting.

**PUBLIC COMMENT:** A number of First 5 representatives made public comment:

- Lani Schiff-Ross (Executive Director, First 5 San Joaquin) said First 5 IMPACT is a great opportunity noting her county has been investing in systems since 2001, and has focused 50 percent of its RTT-ELC investments on family child care, and realizes the need to work in all settings.
- Lindsay Dunckel (Executive Director, First 5 Nevada) asked for clarification on whether the Small County Augmentations were being folded into the IMPACT proposal. Staff confirmed continuation of the augmentations was a separate funding decision.
- Denise Snider (Executive Director, First 5 Tehama) stated family support and parent education are her commission's priorities and they look for ways to bring this work to a higher level through this proposal. She urged flexibility to keep the focus on families in the home environment.
- Christina Altmayer (Executive Director, Children and Families Commission of Orange County) asked for assurances and clarifications to ensure the funding can be used at the systems, rather than site-specific, level. She encouraged First 5 California staff to provide greater clarification on the opportunities to work at the "transformational system level."
- Kathleen Guerrero (Executive Director, First El Dorado) said she saw three key lessons from RTT-ELC: collaboration, innovation, and replication. Her Commission has focused on family outreach within RTT-ELC, while working with libraries. She encouraged First 5 county commissions to think creatively about ways to use funding like IMPACT to reach the most vulnerable families through pulling all resources together.

Other advocates also provided supportive comments, including Donna Sneeringer, Child Resource Center; Hugo Morales, First 5 Fresno Commissioner, Celia Ayala, Los Angeles Universal Preschool; and Andrea Ball, Early Edge California.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

### **Agenda Item 10 – California Health Interview Survey**

David Dodds, Deputy Director of Evaluation, requested Commission approval to continue fiscal support of the California Health Interview Survey.

**MOTION/ACTION:** Commissioner Icenhower moved the Commission approve funding of up to \$1.7 million over a two-year period to continue fiscal support of the California Health Interview Survey through Fiscal Year 2016–17. The motion was seconded by Commissioner Iseri.

**DISCUSSION:** Commissioners were generally in favor of and held discussions around ways to collect data on family well-being as compared to child well-being.

It was noted that household surveys also included questions on e-cigarettes.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a majority vote of the Commission. Commissioner Davis abstained from voting due to a conflict of interest.

### **Agenda Item 11 – Legislative Update**

Erin Gabel, Deputy Director of External and Governmental Affairs, provided the Commission with an update on legislative and budget activity, and the final Children's Policy Agenda for 2015. Ms. Gabel requested the Commission confirm the Legislative Advisory Committee's review and approval process, and provide direction on e-cigarette and marijuana policy issues.

**MOTION/ACTION:** Commissioner Collis moved the Commission confirm the Legislative Advisory Committee's process for reviewing and recommending state legislative and budget positions for approval by the Commission's Executive Director, as necessary, to act on policy issues in a timely manner between Commission meetings, and ensure Commissioners receive copies of support letters and other legislative communication before letters are made public. The motion was seconded by Commissioner Davis.

**DISCUSSION:** Commissioners engaged in a discussion on the role they would take on tobacco legislation focused on regulation and taxation. The Commission recommended First 5 California take active positions on bills that decrease tobacco consumption and that are supported by other tobacco cessation groups.

The Commission had a discussion on how it may engage on e-cigarettes and marijuana legislation. In general, Commissioners were careful to articulate their engagement on e-cigarettes legislation until they are able to consider the growing research on the negative health effects of e-cigarettes. However, Commissioners indicated interest in understanding how changing regulation of e-cigarettes might open the door to their increased taxation, and inclusion of e-cigarettes within other tobacco tax proposals. Commissioners agreed to stay neutral on marijuana legalization at this time, but may want to bring back the marijuana topic as a discussion if it advances as an initiative.

Commissioners also discussed the current legislative proposals related to vaccinations. Ms. Gabel reported that First 5 California took a formal support position on SB 792 (Mendoza), which would require adults working in day care or child care facilities to be current on all immunizations. However, the Commission took no position for SB 277 (Pan), which would eliminate the personal exemption for vaccinations, has been taken.

There was concern that First 5 California may not be an influencer in this area. Staff commented the focus of this bill was outside the purview of the Commission. However, Commissioner Davis explained the bill does cover vaccination requirements for child care programs and preschool, as well as kindergarten.

Commissioners commented on the importance of children's health and requested First 5 California bring back this issue in July for the Commission to consider supporting the vaccination bill.

**PUBLIC COMMENT:** Christina Altmayer (Executive Director, Children and Families Commission of Orange County) commented that the First 5 Association has taken a strong support position on SB 277 (Pan), considering vaccination a foundational piece of early child health. She reported that First 5 county commissions are working with advocates and the sponsor on the bill.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

#### **Agenda Item 12 – Report on Electronic Cigarettes**

Phillip Gardiner, Dr. P.H., Program Officer, University of California Tobacco-Related Disease Research Program, presented to the Commission a detailed report on the existing scientific literature as it concerns e-cigarettes; the uptake by adolescents, and their chemical composition, regulation, and taxation.

**DISCUSSION:** Commissioners were engaged in the presentation, asking questions about the specifics of the risk factors, recent data that shows adolescents are diminishing regular tobacco use while e-cigarette use is on the rise, and the pollution from the batteries as compared to cigarette butts.

**PUBLIC COMMENT:** None.

#### **Agenda Item 13 – Too Small to Fail/First 5 California Partnership Details**

Kara Dukakis, Senior Manager, Cities Strategy, *Too Small to Fail*, provided the Commission a presentation on *Too Small to Fail's* "Talking is Teaching: Talk, Read, Sing" campaign and the recent *Too Small to Fail*–First 5 California partnership. The presentation reviewed the longstanding and latest research on the word gap and the goals of *Too Small to Fail*, including a description of the new "Talking is Teaching Community Campaign Guide" for local initiatives, and concluded with an update on the partnership between Too Small to Fail and First 5 California.

**DISCUSSION:** Commissioners were engaged in the presentation, asking questions about the specifics on the cost and distribution of the tool kits. Ms. Dukakis mentioned conversations with First 5 California and the First 5 Association about broader distribution. She noted the full kit costs \$30, so they are encouraging communities to pick and choose what matches local needs the most.

**PUBLIC COMMENT:** None.

**Agenda Item 14 – Alternative Sources for Additional Revenue Update**

Frank Furtek, Chief Counsel, provided the Commission information on alternative sources that may be available to increase First 5 revenues.

Mr. Furtek provided an update on alternative sources of revenue and previously discussed options, which included:

- Electronic cigarette tax
- Inclusion of First 5 California in any initiative that attempts to legalize recreational marijuana use
- Cigarette tax increase for early childhood education
- Soliciting donations

First 5 California staff continues in their efforts to identify sustainable revenue sources over and above the revenue First 5 California currently receives, and will provide the Commission regular progress reports of those efforts.

**DISCUSSION:** Commissioners directed First 5 California staff to move forward with the recommendation to include a credit card option to solicit donations that can be placed on First 5 California’s website.

**PUBLIC COMMENT:** None.

**Agenda Item 15 – Financial Update**

Jennifer Clark, Director of Administrative Services, provided a financial update on tax revenue projections, the annual audit conducted by the Department of Finance, and First 5 California’s Financial Plan for Fiscal Years 2013–14 through 2019–20, based on existing authorizations and current revenue and expenditure projections.

**DISCUSSION:** Commissioner Davis said it was helpful to see the chart on where money is being allocated.

**PUBLIC COMMENT:** None.

**Agenda Item 16 – Strategic Plan Implementation Update**

Diane Levin, Chief Deputy Director, provided the Commission with an update on the progress made to date on the implementation of First 5 California's Strategic Plan. Additionally, Glen Price from The Glen Price Group presented results of the 2015 Stakeholder Survey.

**DISCUSSION:** Commissioners commented on the important work being done by First 5 California and the positive results, with particular acknowledgment of the efforts to collaborate with First 5 county commissions and support for state policy work.

**PUBLIC COMMENT:** None.

**Agenda Item 17 – Adjournment**

**MOTION/ACTION:** Commissioner Davis moved for adjournment of the Commission Meeting. The motion was seconded by Commissioner Iseri.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

The next scheduled Commission meeting is July 23, 2015, at the Courtyard Marriott Sacramento Airport Hotel.

**FIRST 5 CALIFORNIA COMMISSION MEETING  
AGREEMENT RATIFICATIONS**

<b>Contract No.</b>	<b>Vendor</b>	<b>Description</b>	<b>Amount</b>	<b>Account</b>	<b>Authorization/Authority</b>
CFF 7348	Fraser Communications	Full-service media	\$66,928,626.00	Media 0631	<u>4/24/2014 Item 7:</u> Approval for a three-year contract for up to \$68 million
LAA CFF 004	First 5 Santa Clara County	Oversight of quality early learning efforts provided through Educare California of Silicon Valley	\$3,100,000.00	Education 0634	<u>1/23/2014 Item 7:</u> Approval to extend the Commission's authority for the remaining \$6 million over three years
LAA-CFF-CSP EXT 2015-03	Children and Families Commission of Orange County	Extension for Child Signature Program 1 and 3	\$2,186,600.00	Unallocated 0639	<u>1/22/2015 Item 6:</u> One-year funding extension of CSP 1 and 3
LAA-CFF-CSP EXT 2015-06	First 5 San Joaquin	Extension for Child Signature Program 1 and 3	\$566,275.00	Unallocated 0639	<u>1/22/2015 Item 6:</u> One-year funding extension of CSP 1 and 3
LAA CFF CSP EXT 2015-02	First 5 Merced County	Extension action plan for Child Signature Program 1 and 3	\$272,762.50	Unallocated 0639	<u>1/22/2015 Item 6:</u> One-year funding extension of CSP 1 and 3
CFF 7357	California State University, Northridge	Expand the <i>California Child Care Research Partnership, Are You In? Family Child Care Providers' Experiences in Quality Improvement Initiatives Study</i> to include 48 additional case studies in El Dorado County	\$149,790.00	Research 0637	<u>Bylaws Article XI Section II:</u> Delegation to enter into contracts for \$150,000 or less, and to enter into contracts deemed necessary to conduct business
CFF 7374	Chrysalis Coaching	Leadership and teamwork coaching and training services for First 5 California staff	\$38,000.00	Administration 0638	<u>Bylaws Article XI Section II:</u> Delegation to enter into contracts for \$150,000 or less, and to enter into contracts deemed necessary to conduct business

CFF 7345	California State University, Sacramento	Co-sponsorship for the 8th Biennial Childhood Obesity Conference (audio-visual services)	\$9,999.99	Education 0634	<u>3/17/2007 Item 8:</u> The Commission set aside \$150,000.00 annually to be distributed for co-sponsorships
CFF 7355	First 5 Association	Co-sponsorship for the <i>Help Me Grow</i> National Forum	\$9,999.99	Education 0634	<u>3/17/2007 Item 8:</u> The Commission set aside \$150,000.00 annually to be distributed for co-sponsorships
CFF 7369	Parents Anonymous® Inc.	Co-sponsorship for the 2015 National Certification of Parent Leaders (audio-visual services and meeting room rental)	\$9,999.99	Education 0634	<u>3/17/2007 Item 8:</u> The Commission set aside \$150,000.00 annually to be distributed for co-sponsorships
CFF 7371	Toledo Don LLP	Re-registration of First 5 California and Primeros 5 California logos as Federal Service Marks	\$9,999.99	Administration 0638	<u>Bylaws Article XI Section II:</u> Delegation to enter into contracts for \$150,000 or less, and to enter into contracts deemed necessary to conduct business