



CALIFORNIA CHILDREN AND FAMILIES COMMISSION MEETING

**October 22, 2015
10:00 a.m. to 3:00 p.m.**

**Marriott Courtyard Burbank Airport Hotel
2100 West Empire Avenue
Empire Ballroom
Burbank, CA 91504**

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
Kathryn Icenhower
Erin Pak
Conway Collis
Muntu Davis

Ex Officio Member Present: Jim Suennen

Chair Halvorson provided an introduction to the meeting by highlighting a broad shift in the way people understand how critical the first five years of life are and emphasized the importance of First 5 California’s (F5CA) ongoing work.

Chair Halvorson welcomed members to the meeting and announced the resignation of Commissioner Magdalena Carrasco whose term had expired earlier in the year. He commented on her work as a Commissioner and expressed his appreciation for her contributions to the Public Education and Outreach Committee, the Program Advisory Committee, as well as the Educare Board, and noted she will continue to advocate on behalf of young children in her job as a San Jose City Councilwoman.

DISCUSSION: None.

PUBLIC COMMENT: None.

Agenda Item 2 – Executive Director’s Report

Camille Maben, Executive Director, provided the following updates:

County Site Visits

Ms. Maben made site visits to four First 5 county commissions: Butte, El Dorado, Tulare, and Kern counties.

Highlights observed during those visits include:

- Butte County’s Butte Baby Steps is a three-to five-year home visiting program that offers long-term support for children and families.
- Tulare County’s Visalia Family Resource Center provides parent outreach and family support such as respite care, foster parent training, mediated visitations, domestic violence prevention and support services, parenting classes, and a free on-site service for at-risk families. The Visalia Barnes Dental Surgery Center is the only dental surgery center of its kind that accepts Denti-Cal patients ages 0 to 5, special needs children, and serves children, teens, and adults.
- Kern County’s Bakersfield Homeless Center houses the Discovery Depot, a child care center located in a homeless shelter and partially funded by First 5 Kern County. It is one of the few child care centers located in a homeless shelter and provides a warm and caring environment for the most vulnerable children. Kern County’s Special Start for Exceptional Children is a care facility and preschool for medically fragile children who receive around-the-clock professional medical care while attending their preschool program. The Paradise Ridge Family Resource Center, also in Kern County, provides parenting classes, play groups, food, clothing, and counseling.

Ms. Maben stated she has ten more counties to visit to complete all 58 and plans to do these within the next few months.

Educare

In 2010, the Commission approved the joining of a public-private partnership that included the Buffett Early Childhood Fund, the David and Lucile Packard Foundation, First 5 county commissions, and others to establish two Educare centers in California. The Commission approved \$6 million in funding to support these efforts. After several years of hard work, collaboration, and fund raising, Ms. Maben, along with Sarah Neville-Morgan, Deputy Director of Program Management, attended the new Educare site at Silicon Valley Center in San Jose for the ribbon-cutting ceremony. The beautiful state-of-the-art center will serve as a child care center for 200 children, a professional development center, a satellite children’s museum, a satellite library, and more for the Santee community in San Jose. Ms. Maben was excited to see F5CA’s investment in action, and credited Jolene Smith, Executive Director, (First 5 Santa Clara) for much of the center’s success thus far.

Dual Language Learner Pilot

On October 15, 2015, F5CA held the first of two Dual Language Learner Pilot Input Group meetings. The pilot, which is a goal within F5CA's Strategic Plan, will build on existing research and best practices with input and collaboration from over 25 participants who were invited based on their expertise, dedication, and commitment to California's youngest dual language learners. The workgroup will identify emerging priority areas for consideration and will help inform the development of the pilot. The next step in the development process is the dissemination of a survey to a broad range of stakeholders designed to identify emerging priority areas, collect data, and inform interested parties on how the pilot can add value and positively impact the education field.

Governmental and External Affairs

After a year of inquiry and partnership building, F5CA has been included in the Save Lives Coalition's tobacco tax proposal. Prop10 will be directly impacted as the definition of tobacco products will be expanded, and the crucial role of taxation as a prevention strategy will be extended to electronic cigarettes. F5CA's conservative fiscal analysis projects an approximate \$10 to \$30 million dollar impact to First 5 in Fiscal Year (FY) 2017–18.

Continuing a focus on building partnerships, F5CA has started a tri-agency leadership workgroup with State Departments of Education and Social Services to ensure regular communication, problem-solving, and leadership on the shared responsibility of early learning systems between the three agencies.

Another partnership is with Packard Foundation and a large group of early learning stakeholders, including the Association and First 5 LA. F5CA has been helping to shape an action plan for the Packard Foundation's Early Learning Collaborative in the hopes that the group will map out a policy action plan to drive all of the shared advocacy efforts between now and 2025.

First 5 California Staff Update

F5CA recently divided its Administrative Services Division into two offices: Fiscal Services and Administrative Services. F5CA is currently recruiting for the Director of Fiscal Services, and is pleased to announce that Jaime Hastings has been selected as the new Director of Administrative Services.

DISCUSSION: Commissioners made general comments about home visiting programs. It was suggested that a F5CA staff member serve on the Child Welfare Council's Early Intervention Committee which includes discussing home visiting.

PUBLIC COMMENT: None.

Agenda Item 3 – First 5 Association of California Report

Moira Kenney, Executive Director, First 5 Association of California, was unable to attend the Commission meeting. Alexis Fernandez, Association Policy Director, provided a report on her behalf. Ms. Fernandez highlighted a few opportunities the Association will be pursuing in the year ahead focusing on early identification and intervention as a priority impact area. The Association was recently added to the Oral Health Advisory Committee. Overall, there is significant traction to expand Denti-Cal’s capacity to serve young children. Ms. Fernandez closed by stating they are pleased to be working in partnership with F5CA in the area of early learning and care.

DISCUSSION: None.

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 July 2015 meeting.

DISCUSSION: Vice Chair Iseri reported the Research and Evaluation Advisory Committee met to discuss and review content outlined in October’s Agenda Item 8 (CARES Plus Evaluation Findings Update). Vice Chair Iseri also reported that the Fiscal Advisory Committee met, but deferred her comments until Agenda Item 12 was presented.

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

PUBLIC COMMENT: None.

Agenda Item 5 – State Budget and Legislative Update

Erin Gabel, Deputy Director of External and Governmental Affairs, provided an update on the final outcome of F5CA’s Level 1 priority bills of interest for the 2015 legislative session.

MOTION/ACTION: No action was taken.

DISCUSSION: None.

PUBLIC COMMENT: None.

Agenda Item 6 – Election of Advisory Committee Assignments

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

MOTION/ACTION: Commissioner Collis moved that the Commission approve the appointment of Commissioners to the Public Education and Outreach, and

Program standing committees, as described in the October 2015 Commission Advisory Committee Descriptions as follows:

Standing Committees	
<i>Executive</i>	<ul style="list-style-type: none"> • George Halvorson, Chair • Joyce Iseri, Vice Chair
<i>Public Education and Outreach</i>	<ul style="list-style-type: none"> • Erin Pak • George Halvorson
<i>Legislative</i>	<ul style="list-style-type: none"> • Conway Collis • George Halvorson
<i>Research and Evaluation</i>	<ul style="list-style-type: none"> • Joyce Iseri • Muntu Davis
<i>Program</i>	<ul style="list-style-type: none"> • Kathryn Icenhower • Muntu Davis
<i>Fiscal</i>	<ul style="list-style-type: none"> • Joyce Iseri • Erin Pak
<i>Strategic Planning</i>	<ul style="list-style-type: none"> • Kathryn Icenhower • George Halvorson
Ad Hoc Committee	
<i>Oversight Audit</i>	<ul style="list-style-type: none"> • George Halvorson • Conway Collis

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 7 – Consent Calendar

The Commission considered approval of the consent calendar as detailed on the agenda, including items 7a and 7b.

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 majority vote of the Commission.

Commissioner Collis abstained from voting due to a possible conflict of interest regarding the July 2015 Commission Meeting Minutes. (Commissioner Collis was unable to attend the meeting.)

Agenda Item 8 – CARES Plus Evaluation Findings Update

Davis Dodds, Deputy Director of Evaluations, summarized key findings for the most recent evaluation data available for the CARES Plus (Comprehensive Approaches to Raising Educational Standards program, Round 2, Fiscal Years (FY) 2015–16.

DISCUSSION: There was a general discussion about evaluation details (e.g., cost and agreements to use the findings cautiously, particularly related to the finding that early learning professionals are leaving the field moving to K–12). The results bring up many other considerations such as the development and maintenance of the early learning workforce.

PUBLIC COMMENT: None.

Agenda Item 9 – Media Campaign Update

Renee Fraser, President and CEO of Fraser Communications, provided a brief summary of the current plan for the next iteration of F5CA’s Talk. Read. Sing.[®] campaign, including results from the focus groups and other efforts designed to inform this latest media effort.

DISCUSSION: Commissioners commented on the positive impact of the campaign. Chair Halvorson expressed the importance of parents having this information that has the potential to change the culture of parenting.

PUBLIC COMMENT: None.

Agenda Item 10 – Trusted Messengers: Talk. Read. Sing.[®] Campaign Proposal

Erin Gabel, Deputy Director of External and Governmental Affairs, provided a brief overview of a public relations proposal to deliver the critical early brain development messages of the Talk. Read. Sing.[®] campaign to parents and caregivers through trusted messengers.

DISCUSSION: Based on a recommendation by Commission Icenhower, the Commission agreed to defer the discussion of this proposal to the Commission's Strategic Plan Advisory Committee to determine further action.

PUBLIC COMMENT: None.

Agenda Item 11 – Town Hall Toolkit Proposal

Erin Gabel, Deputy Director of External and Governmental Affairs, provided an overview of a public relations proposal to create a "First 5 Town Hall Toolkit" intended to build public will through grassroots engagement with families, communities, and policymakers on the importance of information and policies to support children ages 0 to 5 and their families, and the need to invest strategically in the first five years of children's lives.

DISCUSSION: Commissioners discussed the importance of engaging in alternative strategies that will sustain F5CA's efforts, including outreach and engagement with elected officials. They stated F5CA can have a role in pursuing legislative solutions and generate awareness through such engagement.

Based on a recommendation by Commission Icenhower, the Commission agreed to defer the discussion of this proposal to the Commission's Strategic Plan Advisory Committee to determine further action.

PUBLIC COMMENT: None.

Agenda Item 12 – Financial Update

Mike Fuller, interim Fiscal Office Director, provided the Commission fiscal briefings in two areas: 1) F5CA's year-end revenue and expenditures for FY 2014–15; and 2) F5CA's revenue and expenditure projections through FY 2017–18.

DISCUSSION: Chair Halvorson commented on California's tobacco tax and said it is far below that of other states around the country. He stated that the commission needs to think not only about what can be done around current tobacco tax implementation, but also strategize about what can be done to increase revenue.

Commissioners stated that there needs to be more stable funding sources and agreed that we must continue to pursue opportunities to increase F5CA's revenue.

PUBLIC COMMENT: Christina Altmayer, Executive Director, Children and Families Commission of Orange County, commented on the Board of Equalization (BOE) adjustment table. She suggested that it is counterintuitive to see the backfill amount increasing over time while Proposition 10 revenues decline. It was originally anticipated that the further out from the implementation date, the more the backfill amount would decrease. Ms. Altmayer suggested gathering more information from the BOE. She ended by stating the BOE has been receptive to meeting with First 5 in the past and has provided useful information.

Ms. Maben agreed that F5CA and the Association would continue to meet with the BOE to learn more about how the backfill is calculated.

Agenda Item 13 – Adjournment

MOTION/ACTION: Commissioner Halvorson moved for adjournment of the Commission Meeting.

DISCUSSION: None.

PUBLIC COMMENT: None.

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

The next Commission meeting is scheduled for January 28, 2016, at the Courtyard Marriott Sacramento Airport Hotel.