



COMMISSION MEETING MINUTES

Monday, February 3, 2014, 6:00 pm
1485 Civic Court, Suite 1200
Large Conference Room
Concord, CA

1.0 Call to Order and Roll Call

The meeting was called to order at 6:04 pm.

Commissioners in attendance were:

Chair PJ Shelton, Secretary / Treasurer Maria Fort, Vice Chair Valerie Earley, Barbara Cappa, Gareth Ashley, Supervisor Candace Andersen, John Jones, Dr. William Walker, and Katharine Mason for Kathy Gallagher.

Alternates present were:

Belinda Lucey, Kathy Lafferty, and Toni Robertson.

Mister Phillips joined the meeting at 6:22 pm.

Also present were County Counsels Keiko Kobayashi and Mary Ann Mason.

2.0 CLOSED SESSION

Public Employee Performance Evaluation

Title: Executive Director

This item was removed from the agenda this month and will be included in the April 7, 2014 Commission Meeting Agenda.

3.0 Public Comment

Sharon Bernhus, Executive Director from Shelter Inc. reported that they currently have 14 families at the Mountain View shelter. 41 individuals, 17 of whom are of First 5 age (0 to 5).

4.0 Approval of Consent Calendar

Motion was made by John Jones to approve the consent calendar.

Motion was seconded by Barbara Cappa.

AYES: PJ Shelton, Maria Fort, Valerie Earley, Barbara Cappa, Gareth Ashley, John Jones, Dr. William Walker, and Katharine Mason for Kathy Gallagher.

NOES: None

ABSENT: Kathy Gallagher

ABSTAIN: Supervisor Candace Andersen

Motion was **APPROVED**.

5.0 Consider for discussion any items removed from the consent calendar.

There were no items from the consent calendar removed for discussion.

6.0 Presentation on conflict of interest laws pertinent to Commissioners and staff

Mary Ann Mason, Assistant County Counsel made a presentation to the Commissioners and Staff updating and clarifying new items with regards to each responsibility in disclosure and reasons and process of recusal, and reviewed the Political Reform Act Government Code Section 1090 and case law that addresses the appearance of conflict of interest.

She addressed questions from the commissioners with matters pertaining to when or how to disclose and or recuse, what is the amount of time one abstains from participating after moving to a different organization. She explained when it is appropriate to participate in various decision-making including budgets, inspections and ratings that may involve sites and contractors.

After the presentation, Chair PJ Shelton asked Alternate Commissioner Katharine Mason to present to First 5 staff, Vanessa Miller a Certificate of Appreciation for her contribution to First 5 in the last year. Vanessa's name had been erroneously omitted during last December's appreciation.

7.0 Consider approving the FY 2013-14 mid-year budget revision

Sean Casey reported that a mid-year report is given whenever there are significant changes to the budget.

Update as follows:

1. Additional Race to the Top funding from the California Office of Education (\$528,128 through December, 2015).
2. \$5,000 from the East Bay Community Foundation and \$2,000 from Zero tolerance for Domestic Violence for Bruce Perry Seminar.
3. \$6,050 from Contra Costa County for car seat project.

John Jones asked to clarify the variance amount \$142,032 for the Race to the Top funding. Sean reported that the amount is for this fiscal year.

Dr. William Walker made a motion to approve the FY 2013-14 mid-year budget revision.

Maria Forte seconded.

AYES: PJ Shelton, Maria Fort, Valerie Earley, Barbara Cappa, Gareth Ashley, John Jones, Supervisor Candace Andersen, Dr. William Walker, and Katharine Mason for Kathy Gallagher.

NOES: None

ABSENT: Kathy Gallagher

ABSTAIN: None

Motion was **APPROVED**.

8.0 Update on implementation of the Early Learning Challenge Quality Rating and Improvement System

Cally Martin reported on the status of implementation of the Quality Rating and Improvement System pilot. The supplemental funds received by the California Department of Education were awarded to the 17 Early Learning Challenge consortia with the requirement that they expand the number of participating sites and “mentor” new counties willing to implement QRIS and rate sites by December, 2015. Contra Costa County agreed to expand to 90 new sites and, along with the other 5 Bay Area Consortia, mentor San Mateo County. Each county agreed to pool 10% of their supplemental award to support San Mateo, which, in turn, agreed to adopt the tier structure, use the regional database and enroll 60 sites. Contra Costa County will be credited 15 of the San Mateo sites meaning we need add only 10 local sites to meet our target.

In the first year of the grant we engaged 20 sites to pilot the processes. We wanted to test the flow participation with a small number of sites before we rolled it out to a larger group. We are one of the last counties to begin ratings by design.

For many of the providers, a compelling reason to participate in QRIS is the opportunity to contribute to the growing body of knowledge about QRIS, particularly what aspects of quality are most important for child outcomes.

Providers participate in technical training on such topics as use of child observation tools, performing developmental screening, using environmental rating scales, and the use of the CLASS instrument to assess teacher child interactions.

Gareth Ashley asked if there were additional incentives besides the stipend?

Cally reported that providers continue to be eligible for PMD scholarships and can continue to take advantage of training.

Barbara Cappa asked how participants are identified. Or do participants come to seek out qualification through First 5?

Many of the participants were from the former Preschool Makes a Difference Program and the rest were identified based on their location in the target area

John Jones asked how many participants are family child care providers and how many are centers? To date, to date the distribution is 23 and 40 respectively.

For more information on the QRIS system and FAQs, please go to link:

<http://www.firstfivecc.org/index.php?page=qr>

The slide presentation is found on:

http://www.firstfivecc.org/uploads/programs/pdp/QRIS_Description_PPT.pdf

Sean Casey reminded the Commission that the funding that we are receiving is to set up and pilot the system with an eye towards assessing the feasibility for universal use in the future. The current

funding expires in December 2015.

9.0 Executive Director's Report

Sean Casey gave the following report:

SB 837

In December we started to hear about a proposal to expand Transitional Kindergarten in a combined funding stream with the existing state preschool program. The proposal also included expanding child care and support for children 0-3. The proposal was being put forward by Early Edge, a Bay Area advocacy group formerly known as Preschool California. Soon after, the Democratic Caucus expanded early education as one of its priorities for the coming session. Then, in late December, Sen Darrell Steinberg, the Senate President Pro Tem, introduced a bill, SB 837, to expand transitional kindergarten. The handout that's going around outlines the proposal.

The Bay Area First 5 EDs met with Scott Moore, Early Edge's Policy Director, a couple weeks ago and he fully explicated the proposal. There's a lot left to flesh out, particularly the two years for 4 year olds at highest need and the 0-3 proposal.

This is potentially a game-changing initiative for California. It would provide universality, with developmentally appropriate services, and reimbursements far above what state preschool programs currently receive.

Sugar Bites:

Our firm, Better World Advertising, carried out field interviews with parents of children 0-5 in Richmond, San Pablo and Concord who had seen the Sugar Bites ads. Ninety-nine surveys were completed. Ads in transit shelters and BART stations were seen by 51% and 46% of respondents, and convenience stores by 37%.

Almost all felt the campaign was memorable and convincing; 83% agreed with the message in the ad.

Other outcomes:

More likely to serve kids milk or water: 65%

More likely to talk to kids about sugary drinks: 59%

Less likely to serve soda: 54%

Less likely to serve kids juice: 39%

Overall, the campaign successfully got the attention of the target audience, and elicited the kinds of reactions and intentions to change behavior we sought to achieve.

The next wave of ads, which will more specifically target juice, will go up in March. In the family surveys we conduct in our funded programs only 6% of parents said they had given their child soda yesterday, while more than 60% of parents said they had given their child juice between one and six times the previous day.

Bruce Perry Day:

Internationally known expert on brain development, trauma and intervention will be speaking in Contra Costa February 1. You are all invited to the morning meeting for local leaders to talk about community systems to address childhood trauma. The longer session – 10:00 to 4:00 is mostly for practitioners, though a couple Commissioners have expressed interest. That event is sold out, though we are likely to have a few stray tickets. If you think you would like to attend, and are available that day, please let me or Alex know.

Steve Robbins Day:

Another event you may be interested in will be a March 12 workshop with Steve Robbins, a national expert on diversity. Save the date fliers are here.

Poverty Campaign:

The Family Economic Security Partnership (FESP) and the Safety Net Task Force (SNTF) have joined forces to create a movement to cut poverty in Contra Costa County. The Human Services Alliance, East Bay Leadership Council, and Temple Isaiah (a member of the Industrial Areas Foundation and an affiliate of PICO), have also joined the effort. Currently there are two committees working on (1) an report of “provocative indicators” of poverty in Contra Costa (we are trying to avoid the use of the term “report card”) and (2) a large convening later this spring, tentatively May 16, to share Contra Costa poverty data, explore policy solutions, and to begin to build a base of support. You will be receiving more on this in the weeks to come.

10.0 Communications

None Received.

11.0 Commissioner F.Y.I. Updates

Lisa Johnson, First 5 Grants Program Manager updated the remaining site visits for the fiscal year 2013-14. So far 50% site visits completed. She invited commissioners to sign up for the remaining 8 sites in the next few weeks.

Kathy Lafferty announced the 10th Annual Young Children’s Issues forum for 2014. It is a forum discussion among state legislators, local elected officials and the community regarding current children’s issues. The event will be held Saturday March 29, 2014 at the Pleasant Hill Community Center. To find out more, please go to:

<http://plan4kids.org/events.html>

John Jones informs the group that he began his transition from his former position as executive director at We Care Children to the executive director at the Contra Costa Child Care Council two weeks ago and has been having a “blast”.

Valerie Earley announced on behalf of Katharine Mason, some updates regarding Head Start: 14 sites out of 18 are currently active. The \$1 trillion federal budget deal announced Monday funds the federal government through October and would restore Head Start sequestration cuts and add another \$612 million over 2013 levels. It would also provide \$500 million for Early Head Start, which serves infants through toddlers age 3. In addition, it would offer \$250 million in new Race to the Top competitive Early Learning grants to help states bolster their programs.

12.0 Adjourn

PJ Shelton reminded that the next meeting will be on April 7, 2014
Meeting was adjourned at 7:24 pm.