



**Commission Meeting  
MINUTES**

Monday, April 1, 2013, 6:00 pm  
1485 Enea Court, Suite 1200  
Large Conference Room  
Concord, CA

**1.0 Call to Order and Roll Call**

The meeting was called to order at 6:03 PM.

Commissioners in attendance: Chair PJ Shelton, Vice-Chair Valerie Earley, Secretary/Treasurer Maria Fort, Barbara Cappa, John Jones, Dr William Walker, Katharine Mason for Kathy Gallagher, and Gareth Ashley.

Alternate Commissioners in attendance: Mister Phillips, Belinda Lucey, Kathy Lafferty, John Mills, Wanda Session.

**2.0 Public Comment**

Sharon Bernhus, Residential Services Director from Shelter Inc. expressed gratitude for the quality training provided to their agency staff specifically the ASQ 3 training and the upcoming ASQ SE training.

Martha Rosales from F5 Antioch announced an upcoming Fathers Group as well as a COPE evidence-based Triple P session.

**3.0 Approval of Consent Calendar**

Maria Fort moved to approve Consent Calendar, Kathy Lafferty seconded. Approval was unanimous.

**4.0 Consider for discussion any items removed from the consent calendar**

There were no items removed from the consent calendar.

**5.0 Preview of the joint First 5 Contra Costa - Healthy and Active Before 5 campaign to reduce children's sugary drink consumption**

Deputy Director Cally Martin introduced CEO Les Pappas of Better World Advertising (BWA) and associate Heather Holt for a presentation on the upcoming social marketing campaign to reduce children's sugary drink consumption.

The campaign is in collaboration with the Healthy and Active Before 5 Collaborative which includes among its more than 20 agency members First 5, the Health Services Department, Kaiser Permanente, John Muir Hospital, and the Contra Costa Child Care Council.

Early on it was determined that the campaign would try to be "edgy" to catch people's attention, and would focus on the dangers of sugar rather than the guilt of parents or sympathy for obese children. The research for the campaign included initial discussion of ideas with Healthy and Active members, then focus groups with target audience parents in English and Spanish to narrow down the options. After initial work the final idea was tested in interviews with parents at WIC Centers.

Mr. Pappas presented two posters displaying the final ads in English and Spanish.

The Commission discussed the elements of the ads, the choice to include juice as well as soda, parallels with the early days of anti-tobacco advertising, the likelihood of convenience stores accepting the advertising, and other aspects of the campaign.

Dr. Walker expressed his support for the campaign.

PJ Shelton thanked BWA for their work on the campaign.

## **6.0 Public hearing on the California First 5 2011-12 Annual Report**

PJ Shelton opened the public hearing.

Sean Casey informed the Commission that this is an annual requirement to hold a public hearing on the annual report of First 5 California. The report contains no specific information regarding First 5 Contra Costa though the section on county First 5 activities includes Contra Costa data within the overall aggregate.

Mister Phillips noted he was unable to access the report using the URL provided on the agenda and asked whether that would present any challenge regarding the Brown Act.

Counsel Keiko Kobayashi responded that the agenda duly notified the public of the subject of the hearing. She recommended that the Commission post on its website that the California First 5 report is available to the public for inspection at its office.

There was no public comment.

PJ Shelton closed the public hearing and asked for a motion to accept the First 5 California annual report. Valerie Early moved and Maria Fort seconded. It was unanimously approved.

## **7.0 Consider approving the 2013-14 First 5 budget**

Sean Casey provided an overview of the 2013-14 First 5 budget. He noted that the budget was essentially the same as the current year with a few exceptions noted in the staff report. Certain contracts that have not had an increase in recent years would receive a 4% increase. Staff would receive a 3% cost of living increase. Additional funds for Raising a Reader are included.

PJ commended the staff for the clarity of the budget reports.

Mister Phillips proposed not increasing funds for Raising a Reader until we had data to support its effectiveness.

Barbara Cappa asked about the training and consultation funds for Strengthening Families. Sean Casey replied that the training is part of the larger strategy of building agencies' capacity on certain programs now so that they will be fully competent in future years when we have fewer resources.

A motion was made by John Jones to approve the budget and seconded by Katharine Mason. It was unanimously approved.

**8.0 Executive Director's Report**

Sean Casey reported that the new Early Childhood Program Officer position vacated by Debi Silverman is now filled. The new Program Officer is Edirle Menezes. She comes with a strong background in professional development for ECE providers and has familiarity with CARES and Race to the Top. She begins April 15<sup>th</sup>.

Staff attended the retirement board meeting last Wednesday March 27<sup>th</sup>. The board took action to accept First 5's proposal to prefund its unfunded liability payments. He hopes to bring to the Commission the actual action to prefund before the end of the fiscal year.

**9.0 Communications**

None received.

**10.0 Commissioner F.Y.I. Updates**

There were none.

**11.0 Adjourn**

PJ Shelton adjourned the meeting at 7:35pm