



**Commission Meeting
MINUTES**

Monday, June 4, 2018, 6:00 pm
1485 Civic Court, Suite 1200
Large Conference Room
Concord, CA

1.0 Call to Order and Roll Call

Chairman Gareth Ashley called the meeting to order at 6:01 PM, followed by introductions from everyone in the room.

Commissioners in attendance were: Rocio Hernandez PhD., Marilyn Lucey, Lee Ross for PJ Shelton, John Jones, Supervisor Diane Burgis, Katharine Mason for Kathy Gallagher, Dr. William Walker, and CFS Director Kathy Marsh.

Also present was County Counsel Keiko Kobayashi.

Absent were Commissioners PJ Shelton and Kathy Gallagher, Alternate Commissioners Supervisor Candace Andersen, Matt Regan, Wanda Session.

2.0 Public Comment

Leslie Gleason, Director of Programs at Shelter Inc. read a message on behalf of their agency's Board of Directors and CEO thanking First 5 Contra Costa for its partnership and support of their Mountain View Emergency Housing in Martinez.

3.0 Approval of Consent Calendar

Gareth Ashley removed items 3.2.12 and 3.2.13 from the consent calendar for consideration under item 4 due to anticipated recusal by John Jones.

A motion was made by John Jones and seconded by Kathy Marsh to approve the remaining items on the consent calendar.

AYES: Rocio Hernandez, Marilyn Lucey, Lee Ross for PJ Shelton, John Jones, Diane Burgis, Katharine Mason for Kathy Gallagher, William Walker, and Kathy Marsh.

NOES: None

ABSTAIN: None

Motion was **APPROVED**.

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

Items 3.2.12 and 3.2.13:

Commissioner John Jones read the following statement:

"I have an interest in Agenda items 3.2.12 and 3.2.13 because I am employed by CoCoKids Inc. and these items directly impact my department.

I am recusing myself from these items and will be leaving the room. Please record my disclosure in the Commission's minutes."



Commissioner John Jones left the room.

A motion was made by William Walker and seconded by Katharine Mason to accept items 3.2.12 and 3.2.13 from the consent calendar.

AYES: Rocio Hernandez, Marilyn Lucey, Lee Ross for PJ Shelton, John Jones, Diane Burgis, Katharine Mason for Kathy Gallagher, William Walker, and Kathy Marsh.

NOES: None

ABSTAIN: None

Motion was **APPROVED**.

Commissioner John Jones was then summoned to re-enter the room.

5.0 Presentation of upcoming Help Me Grow promotional campaign.

Help Me Grow Program Coordinator Liliana Gonzalez made a presentation with Deputy Director Ruth Fernandez on the upcoming Help Me Grow joint media campaign with Alameda County. The Help Me Grow (HMG) system is a part of First 5's Early Intervention initiative, supporting healthy development of children zero to 5 through facilitating access to developmental screening and resource connection. HMG has been implemented for 3 years now and is ready for further outreach as a credible, trusted resource for parents where they can easily find services and information needed to help their children thrive. The media campaign will run from June 14 through August 8th and includes a Spanish-language radio interview, a new website, social media presence, transportation ads, press release, newsletters and email announcements and material distribution.

Commissioners asked how public response to the campaign would be measured. Liliana responded that we will measure campaign success by tracking the number of calls coming into the call center (all callers are asked how they heard about us), referral increase from service providers, ad clicks, website visits and referrals submitted through the website.

Supervisor Burgis asked if we received a non-profit rate for advertising. The advertising firm we hired negotiated the ad buys as part of their contract. Their time on the project eventually exceeded the contract budget. And since it was a collaboration with Alameda County, we shared many of the costs.

Wanda Session asked if Help Me Grow were working in conjunction with the Contra Costa County Health System. Liliana responded that yes, we are definitely doing so. A component of the HMG model is collaboration and partnership to enhance the early childhood system. We have provided training and support for developmental screening, at all county health clinics as well as in the home visiting and nursing programs. Our ongoing system coordination also provides screening follow-up and resource connection. WIC sites have implemented developmental information videos in their lobbies and all staff are trained to effectively refer to HMG as needed. In fact, a lot of them contributed inputs that lead to the design and content of the media campaign.

Will the media outreach include pre-school assessment centers? Liliana noted that the preschool assessment centers and all Special Education district offices will be receiving material via the County Office of Education. A few of their staff also participate in our HMG Café (networking events) and were aware of the campaign in process.



Liliana Gonzalez also noted that our District 2 Commissioner, Marilyn Lucey, is on the **Help Me Grow** advisory board.

6.0 Update on Executive Director's presentation to the Board of Supervisors' Meeting, "Coffee & Kids" and other recent advocacy activities.

May was a particularly busy and fruitful month for First 5. Sean Casey reported on the following activities:

On May 22nd, Sean made a presentation to the Board of Supervisors regarding the 2017 Kindergarten Readiness Assessment Report and other First 5 updates. Sean briefly reviewed with the Commission the slide presentation he gave the Board and noted that the Board discussion grew particularly animated when he presented the disparity of school readiness between East County and South County districts. Supervisor Glover wanted to know what could be done to improve school readiness in Pittsburg. Supervisor Gioia called on the Board to support a sales tax initiative similar the measure currently being considered in Alameda County. Supervisor Mitchoff described the report as a "call to action."

Two days later we had the May 24th "Coffee & Kids" Policy Breakfast and rolled out the findings of the countywide 2017 Kindergarten Readiness Assessment with a broad audience of over 100 participants. State, county, city and school district representatives, staffs and local legislators talked about how our resources can be united on behalf of our young children. Speakers included Senator Bill Dodd, Supervisor John Gioia, First 5's Sarah Crow, parent Rochella Mendoza, and Superintendent Karen Sakata. There was a strong and positive response of hope for change and action. Days later, the East Bay Leadership Council put our report at the top of its member newsletter, with a call to increase access to childcare and preschool. We will do this again.

Sean reported that he also had follow up meetings with Supervisors John Gioia and Federal Glover regarding the KRA findings in their respective districts.

First 5 staff also went to Sacramento to participate in action and education days with Rise Together and with the California ECE Coalition.

First 5 Contra Costa sent a letter on May 23 to Health Services Director Anna Roth regarding comment on the MHSA plan for unspent funds, recommending home visiting, mental health consultation, and Triple P. We also communicated with Senator Steve Glazer's staff regarding California EITC expansion and ITIN Filers. We also signed on to letters regarding the Federal Public charge rule, home visiting in the CA budget and the ECE Coalition's \$1 billion ask for childcare expansion.

7.0 Executive Director's Report

Sean Casey reported the following:

We received a \$50,000 grant from Sunlight Giving for the community engagement program's work, for 2018, a continuation of funding received in the last year. The CE program also recently received its first-ever grant from the Y&H Soda Foundation, for \$65,000, and has an application in to the San Francisco Foundation for a renewal of the \$50,000 grant we also received last year. All of these have come in response to the CE program's leadership around immigration issues for families in Contra Costa. In fact, the program was nominated, anonymously, for the San Francisco Foundation's Community Leadership Award. We hope to learn about the outcome of this in the coming month.



Last Friday our architects held a mandatory site walk for potential bidders for the renovation of our East County First 5 Center building. We were excited to hear that 11 contractors showed up and five paid for the construction drawings. More were expected to pick up the drawings today at LCA's offices. We are scheduled to open the bids on June 21.

Our auditors were in the office last week for their Spring pre-work, which they were able to complete in three days. They found nothing of concern and overall had little to say. Thanks to Marnie Huddleston, Marianne Dumas, Shawn Garcia, Lisa Johnson, Monica Nevarez and Vanessa Miller, for their stellar work, as always, at keeping us clean.

8.0 Commissioner F.Y.I. Updates

John Jones reported that he visited the new Antioch First 5 Center on "H" street. He said it was a very beautiful site, a nice spot. The best site he has seen so far and invited other commissioners to visit.

9.0 Adjourn

Next standing meeting is Monday July 9th a week after the July 4th holiday.
The meeting was adjourned at 7:10 PM.