



Minutes: Advisory Committee Special Meeting

735 E. Carnegie Drive, Suite 150, San Bernardino, California 92408

SPECIAL Meeting Date, Time and Location

April 9, 2015
 Chair Margaret Hill called the meeting to order at 11:50 a.m.
 First 5 San Bernardino

Attendees

Advisory Committee

James Moses, Ken Johnston, Ed Pare, Becky Thams, Diana Alexander, Stacy Iverson, Leslie Bramson, Colleen Hancock, Margaret Hill

First 5 San Bernardino

Cindy Faulkner, Mary Jaquish, Scott McGrath, Debora Dickerson-Sims, Ann Calkins, Mary Alvarez, RuthAnn Martinez, Ronnie Thomas, Chrystina Smith-Rasshan

Harder+Co

Joelle Greene

Guests

Karen Spencer-Cruz, Sophie Akins, Otis Greer

Consent

A motion was made by Diana Alexander and seconded by Stacy Iverson to approve the Consent Item. Without further comment or objection, motion carried by unanimous vote.

Item No.	CONSENT
1	Approve Minutes of January 15, 2015 Advisory Committee Meeting

Item No.	DISCUSSION
2	<p>Review of 2015-2020 Strategic Plan (Cindy Faulkner, Operations Manager)</p> <p>During the process of creating an RFP and while using the Strategic Plan for reference, it was noted that the Plan needed minor revisions in wording and indicators as well as formatting corrections. Cindy asked for volunteers to assist First 5 staff in making minor corrections and edits and to meet on Friday, April 10 at 9:00 a.m. to work on the document. Stacy Iverson and James Moses volunteered.</p>

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3	<p>Review FY 2014-15 Budget and Long-Range Financial Plan (Debora Dickerson-Sims, Administrative Supervisor II)</p> <p>Debora announced a Program and Budget Workshop will be held on May 11 from 10:00 a.m. to 4:00 p.m. Budget discussion items will include next year's budget, long-range financial plan, fund balance, trends and expenditures. Debora reported that contracted dollars are currently at 30 million and in Fiscal Year 2015-2016, it will drop to 27 million. Every three years, First 5 is strategically lowering the amount of contracted monies due to the drop in the fund balance. Considering how our revenue declines around three percent each year, it is important that First 5 receive feedback and direction from the Advisory Committee on what types of programs to fund.</p> <p>Karen Scott added that there are statewide discussions about the First 5's declining revenues. Additionally, a First 5 San Bernardino Commissioner suggested staff think about a sunset plan. Karen advised that First 5 needs to strategically plan what will be done in the future and feedback from the Advisory Committee is important for that purpose.</p> <p>Debora added that it is important to look at other funding opportunities for First 5 and not just rely on Prop 10 monies.</p>
4	<p>Discuss next proposed First 5 Asset Mapping Project (Joelle Greene, Harder+Co)</p> <p>Joelle Greene reminded committee members that community asset mapping sessions were conducted throughout San Bernardino County in order to better understand the needs, assets, resources and gaps in services for families with young children. Asset Mapping Projects were held Colton, Muscoy, Needles, Victorville, Big Bear, Crestline, Ontario, and Montclair. The goal of these sessions was to hear feedback from the community perspective; strengths and weaknesses. Using community member feedback, maps were then drawn showing what services were used and what resources were known by the community members. This also showed service providers how well they were or were not known by the community, as well.</p> <p>Joelle then asked for volunteers to assist in the next asset mapping project which will be for the City of San Bernardino. Ideally, the group will learn about the city and its resources, establish a partnership with the city's leadership and determine if this is a feasible project for the city itself.</p> <p>Karen Scott relayed a few points from Ken Paxton, who was an employee of the City of San Bernardino, and Ken stated that the city suffers from "survey fatigue" and their final bankruptcy hearing is set for next month. Because of what the city has suffered recently, we need to ensure that this project does not look negative, meaning, showing what the city lacks, etc. Karen stated that is one reason she is meeting with the Mayor to ensure he is on board with the project and to frame this activity as positively as possible. This project might be able to focus on coordinating and informing citizens on what resources already exist and how to gain access to them. Kent Paxton also shared with Karen that 59% of the city's residents are on some type of public assistance.</p> <p>Margaret Hill stated that 17 community members will be meeting with the Mayor on April 24th for a Strategic Planning meeting. Mike Gallo is also on this committee. Ms. Hill mentioned that several "road shows" took place throughout the city for the public to participate in giving information to city leadership. Ms. Hill suggested Joelle Greene contact Evelyn Estrada, the Mayor's Executive Assistant, since Evelyn may have compiled this information and it may already be available.</p>

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	<p>Volunteers are Ken Johnston, Jean Peacock, Diana Alexander, and Jonathan Byers. Karen Scott stated that volunteers and First 5 staff will most likely meet with the Mayor at the end of April.</p>
5	<p>Discuss establishment of partnership with County Superintendent of Schools for Strategic Plan and Community Engagement Plan (Karen E. Scott, Executive Director)</p> <p>San Bernardino City Unified is the entity who is reviewing their Strategic Plan and Community Engagement Plan. Margaret Hill advised Karen to contact Barbara Alejandre about this item. Karen will contact Barbara to obtain further details and report back to the committee members.</p>
6	<p>Share information about Children’s Fund High Desert Assessment Study (Stacy Iverson, Chief Operating Officer, Children’s Fund)</p> <p>Stacy reported that Children’s Fund partnered with Children’s Network and First 5 to hold a High Desert Assessment forum to better understand gaps and resources in that region. Community members, parents, youth, and service providers were invited. 51 attendees were counted. The focus was on challenges, needs and resources for the children. This was a unique opportunity to hear directly from residents about the lack of information relating to surrounding resources. Information gleaned from that session is currently being compiled which Stacy will bring back to the members.</p> <p>Leslie Bramson asked how First 5 provides resources or information to the public since it seems that many residents do not know how to gain access to it. Cindy Faulkner explained that First 5 provides resources at our various community events, and in different formats, either on-line or via a calendar where names and contact information of agencies are listed. 2-1-1 is also an important resource. After a brief discussion, it was noted that 2-1-1 is sometimes described in the community as a resource “just for poor people”. Ken Johnston stated he would notify Gary Madden of this perception. Karen reminded members that First 5 funds “0 to 5 Specialists” for 2-1-1.</p>
7	<p>Discuss goals of systems change in San Bernardino County affecting children 0 to 5 (Mary Jaquish, Supervisor)</p> <p>Mary stated that another subcommittee is requested of the Advisory Committee members to look at defining what “Systems” really means in our County. When talking about a demand for programs, there is also a demand for results (outcomes). Questions to ask when speaking of “Systems” – what is the main problem we are trying to affect or change; what are the direct or indirect underlying causes of these problems; what does that really mean to the community; who will be the easiest to reach or hardest and what strategies will we use to reach them; what are the current interaction across sectors; who are the key players?</p> <p>In creating the RFP around Family Development, a First 5 staff analyst created a document of county departments who fund programs within the county. It was interesting to note the agencies that are funded by First 5 and also funded by other county departments. But there is no collaboration across departments.</p> <p>Mary spoke in praise of Executive Director Karen Scott who believes in the systems approach and who models this approach by sharing upcoming RFP information to other county departments and agencies while asking for input, as well. The input received is genuinely taken and received and incorporated, where possible. If this systems approach can be done in collaboration with other departments, a change in the fabric of the County will occur.</p>

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	<p>Karen Scott mentioned it would be ideal to obtain input from other stakeholders to determine a real definition of what “systems change” means so we are heading in the right direction. The Prop 10 mandate states to support a “comprehensive system of resources”.</p> <p>Ken Johnston suggested that for future proposals, a requirement might be for the proposer to include if they are seeking additional funds elsewhere.</p> <p>It was suggested to reach out to the Children’s Policy Council to determine if any of the members may be interested in this effort.</p> <p>Volunteers are Otis Greer, Kathy Turnbull, Nancy Ruth White and Stacy Iverson.</p>
8	<p>Update on Help Me Grow (Ronnie Robinson, Staff Analyst II)</p> <p>Members viewed a short video regarding the “Help Me Grow” project. Help Me Grow is a state-wide program for expectant parents, newborns, infants, and toddlers that provides health and developmental services so that children start school healthy and ready to learn. Services are designed with the family’s concerns and goals in mind. Help Me Grow is offered on a voluntary basis to families prenatal to when their child turns three. Help Me Grow supports families with newborns, infants, and toddlers by giving health information, positive parenting education, and connecting families to community resources.</p> <p>Ronnie announced that First 5 San Bernardino was chosen as a “Help Me Grow” affiliate county. First 5 now joins 15 other counties in the State. First 5 will begin to identify gaps in services and systems. Feedback was received on a national level about the County. HMG reviewed our application as part of the process and sent implementation strategies which are specific to the County. Once the strategies are in place, we hope to use the system to connect and receive national attention and begin to sway legislation and policy so we can draw down Federal and State dollars.</p> <p>Ronnie stated that some of the implementation strategies came from our strengths as being a County that builds good strategies. The approval committee said our County has solid connections to key agencies in the County. The committee noted that community partner activities are in place. For an organizing lead entity, the committee noted that First 5 San Bernardino was the perfect organization for this role. Even with declining revenue, the committee saw First 5 as having the opportunity to bring partners together, develop a system of service, and also draw down funds.</p> <p>The first participant in the State was Orange County, then Fresno, then Alameda. These three counties were the only ones for several years and continued sharing information. Now the list has grown to include: Contra Costa, San Francisco, San Joaquin, Solano, Ventura, Amador, Del Norte, El Dorado, Lassen, Mendocino, Merced, Napa, Nevada, San Mateo, Santa Clara, Sonoma, Sutter and Yolo.</p> <p>First 5 San Bernardino is no longer considered a “learning community”.</p>
9	<p>Update on Cradle to Career (C2C) Initiative (Diana Alexander, Director, Preschool Services Department)</p> <p>Members viewed a presentation on the “Countywide Vision” to better understand the connection between the vision and Cradle to Career, which encompasses aligning school districts together to change the face of education.</p>

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10, 11, 12	<p>Discuss Early Care and Education planning for future Commission support Discuss Health Access planning for future Commission support Discuss Literacy and Reading by 3rd Grade planning for future Commission support (Karen E. Scott, Executive Director)</p> <p>Karen stated Early Care and Education contracts were funded for a three-year cycle. At the last Commission meeting, those contracts were extended for one year. The idea was to give us time to develop what the Commission should be supporting in the future; what do our future initiatives look like? This is where we need the Advisory Committee to step in and assist with prioritization, research and analysis to come up with a recommendation for the Commission based on the amount of money we have and the approach we are using, including supporting an already-existing system. The subcommittee will most likely meet for the next three to six months. Subcommittee members are James Moses, Ellen Cervantes, Diana Alexander, Margaret Hill and Becky Thams.</p> <p>Subcommittee members for Child Health Access are Ken Johnston, Colleen Hancock, Michelle Parker and Leslie Bramson.</p> <p>Karen stated that the Reading by 3rd grade level was started by First 5 Fresno and aligns perfectly with this County's Cradle to Career Initiative. First 5 San Bernardino would like to explore the Reading by 3rd Grade program and include emphasis on numeracy proficiency and STEM; all important elements for early learning for children. Subcommittee members for this group are the same as the Early Care and Education group.</p>
13	<p>Share Contracts and RFP approvals from First Quarter 2015 (Karen E. Scott, Executive Director)</p> <p>Karen announced the following contracts recently approved by the Commission:</p> <p>Approved at the January 7, 2015 Commission Meeting: Preschool Services Department for \$88,000 in support of the Early Head Start – Child Care Partnership for 2014-2015.</p> <p>Approved at the February 4, 2015 Commission Meeting: Housing Authority for \$50,000 in support of their No Child Left Unsheltered Initiative for the remainder of 2014-2015.</p> <p>Approved at the March 4, 2015 Commission Meeting: Oral Health Education, Screening and Navigation (OH-ESN) RFP 15-01 for FY 2015-2018 in an amount not to exceed \$750,000 per year and \$2,250,000 for the three-year funding cycle.</p> <p>Approved at the April 1, 2015 Commission Meeting: Matrix Outcomes Model LLC for \$149,200 for the Family Development Matrix;</p> <p>Contract Amendments for Fiscal Year 2015-2016 in the amount of \$1,753,659 with American Lung, ARMC, Public Health, Loma Linda University Medical Center and Social Sciences Inc, for Health Services;</p> <p>Department of Public Health for \$1,490,423 to implement BONUS (Babies Optimal Nutrition with Ultimate Support) to provide lactation support services for FY 2015-2018;</p> <p>Children's Network for \$185,474 for SART Coordinator services for Fiscal Year 2015-2016;</p>

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	<p>Children’s Network for \$390,165 for FY 2015-2016 and not to exceed \$2,070,503 to continue countywide educational campaigns and community events addressing child abuse prevention;</p> <p>Children’s Fund for Emergency Needs Program for FY 2015-2018 in an amount not to exceed \$552,990 per year for a total amount of \$1,658,970;</p> <p>RFP 15-02 Healthy Communities Initiative for \$1 million per year for a total amount of \$3 million for Fiscal Years 2015-2018;</p> <p>Loma Linda University Research Affairs for the Autism Assessment Center of Excellence (AACE) for \$150,000 per year for the remainder of FY 2014-2015 and FY 2015-2016 for a cumulative total of \$300,000;</p> <p>Family Literacy Development Services Contract Amendments for FY 2015-2016 for \$726,785 for a cumulative total amount of \$2,333,152 for Fiscal Years 2014-2016 with: Child Care Resource Center, Chino Valley Unified School District, County Service Area Joshua Tree, Rim Family Services, Save the Children Federation;</p> <p>Early Care and Education Contract Amendments for FY 2015-2016 in the amount of \$5,136,658 for a cumulative total amount of \$23,108,544 for Fiscal Years 2012-2016 with: Barstow Unified, Preschool Services, Easter Seals, Fontana Unified, Hesperia Unified, Lucerne Valley, Rialto Unified, San Bernardino City Unified and San Bernardino Adult School;</p> <p>Preschool Services in the amount of \$176,000 per year in support of the Early Head Start – Child Care Partnership for a cumulative total amount of \$792,000 for Fiscal Years 2014-2019;</p> <p>VIVA Strategy and Communications for \$150,255 for Fiscal Years 2014-2015 and 2015-2016 to support Quality Rating Improvement Systems;</p> <p>Establish an ad hoc committee for the development of a policy agenda platform for Commission related local and global issues that affect children and families;</p> <p>RFP 14-02 Family and Community Support and Partnerships increase of \$500,000 per year in funding for FY 2015-2018 from \$3.5 million per year to \$4 million per year for a total of \$12 million for the three-year funding cycle.</p>
14	<p>Discuss establishment of a Commission Legislative Committee (Karen E. Scott, Executive Director)</p> <p>Karen explained one of the duties of a Commissioner is to make recommendations to the Governor and Legislature for changes in policy and laws that need to be in place to support systems of services and support to children and families. Frequently, Karen is asked to sign letters of support and advocate for issues that affect children. However, there is no process in place to do so.</p> <p>At the last Commission Meeting, Supervisor Gonzales and Commissioner Paul Vargas stated they would “lobby” for children causes in Sacramento. However, before that happens, we need some stakeholders and Counsel to help conduct strategic planning to develop a local policy/advocacy agenda for the Commission that aligns with the First 5 Strategic Plan, Countywide Vision and First 5 California and First 5 Association policy agendas.</p>

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	<p>A few goals of this committee would be to identify and establish relationships with local elected officials and legislators; identify others such as Women’s Caucus, specific legislative committees, etc; to inform on current state of affairs, programs, reports, assessments, etc., countywide and by elected official districts; establish relationships with and “frame” the purpose of the relationship to support the Commission’s policy and advocacy work, (for example), Department of Finance, California Health and Human Services, California Board of Education.</p> <p>Ken Johnston asked if the Association is considered a “lobbyist” Association with in-house legislative analysts. Karen answered no. Ken asked why haven’t the Association hired a lobbyist organization. Karen answered they have tried in the past and there might be an open position at this time. Ken asked if First 5’s discuss new legislation as a group and Karen answered that is discussed at their monthly meetings. Karen stated that the First 5 Association and First 5 California are working on these things, collectively, for all First 5’s.</p> <p>The creation of a Commission Legislative Committee is more specific to San Bernardino County; to be prepared to attend a hearing in Sacramento and provide input.</p> <p>Ken asked if the Association has a platform to develop positions on specific bills. Karen answered yes. Karen stated First 5 is also a part of Children Now, who also support bills and pertinent legislation. Karen also mentioned that First 5 Los Angeles and Orange County have very good legislative units and we would like to gain some ideas from them. Orange County is leading the charge with their questions and analysis to the Board of Equalization as to why First 5’s administrative costs have risen 600 percent over the last few years. One of our own staff analysts will ask each of our commissions, especially the larger ones, what they do relating to legislative measures and positions.</p> <p>James Moses mentioned Erin Gabel who is the Deputy Director of External and Governmental Affairs Division at First 5 California and someone with an extensive legislative affairs background. James suggested contacting Ms. Gabel who could provide some guidance in this endeavor.</p> <p>Karen stated that the need for this type of committee is important in order to be ready for whatever may come up. She cited Proposition 1D as a perfect example when 50 percent of our fund balance was at stake. Rather quickly, all commissions were told what they could do or couldn’t do and weren’t sure how to respond against this type of attack. Many First 5 folks acted as private citizens using their own money to pay for a consultant to work on a rebuttal and “robo calling” in an effort to disseminate correct information to the public.</p> <p>Volunteers are Otis Greer, Jonathan Byers, Nancy Ruth White, James Moses</p>
15	<p>Share First 5 Association Updates (Karen E. Scott, Executive Director)</p> <p>Karen reported that a “Systems Change Convening” meeting will take place on Friday, April 10 in Alameda.</p> <p>California Department of Public Health has launched a new media campaign addressing the dangers of e-cigarettes. The campaign includes TV ads, on-line advertising, outdoor ads and ads in theaters and malls.</p> <p>An initiative called “Too Small to Fail” has launched their “Talking is Teaching Community Guide” on their website. The Guide includes research on early brain</p>

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	development, important information on launching a local word gap campaign, and related advice from “Too Small to Fail” and other partners. The site also includes creative campaign assets for producing toolkits and paid media. The next First 5 Association Meeting is scheduled for April 22 nd .
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**Public
Comment**

None

**Committee
Member
Roundtable**

Leslie Bramson commented that there is a photo on the 2-1-1 website depicting an obese mother bottle-feeding her baby.

Sonia Rubio reported the Department of Behavioral Health’s Annual Updates is open for public viewing and comments on their website until April 29 and requested feedback from committee members.

Michelle Parker stated that the Department of Public Health collects submersion data (child drownings) which is then collected into a Submersion Incident Report. Assembly Bill 299 (sponsored by Assemblymember Cheryl Brown) requires the Department of Public Health (DPH) to develop a submersion incident form to collect standardized information regarding drowning or nonfatal-drowning events, as specified. It requires local law enforcement entities, fire departments, or first responders to complete the form for every drowning or nonfatal-drowning incident and submit the form to DPH. This Bill will be presented April 21st and if approved, authorizes the use of this form statewide.

Adjournment

A motion was made by Leslie Bramson and seconded by Diana Alexander to adjourn the meeting. The meeting was adjourned at 2:00 p.m.

Next Meeting

July 16, 2015

Attest

Ann M. Calkins, Advisory Committee Secretary
