

**FIRST 5 COMMISSION OF SAN DIEGO**  
**First 5 Commission meeting**  
**1495 Pacific Highway, Suite 201 MS A-211**  
**San Diego, CA 92101-2417**  
**(619) 230-6460**

**Members Present:**

Ron Roberts, Chairman  
Carol Skiljan, Vice-Chair  
Sandra McBrayer, Secretary  
Nick Macchione  
Dr. Wilma Wooten

**Staff Present:**

Kimberly Medeiros, Executive Director  
Martin Cherry, Operations Manager  
Lynn Eldred, Evaluation Manager  
Grace Young, Contracts Manager  
Naomi Chavez, Community Engagement and Planning Manager  
David Smith, Sr. Deputy County Counsel

**Minutes for June 17, 2013**

**Call to Order**

Chairman Roberts called the meeting of the First 5 Commission of San Diego to order at 2:04 p.m. Executive Director Medeiros welcomed Camille Maben, Executive Director from First 5 California.

**Approval of the Minutes of the Meeting of the First 5 Commission of San Diego – April 8, 2013**  
**ON MOTION OF Commissioner Skiljan, seconded by Commissioner Macchione, the Commission approved the minutes of April 8, 2013.**

**AYES: Roberts, Skiljan, McBrayer, Macchione, Wooten**  
**ABSENT: None**  
**ABSTAIN: None**  
**NOES: None**

**Opportunity for Public Comments**

No public comments received.

**Commissioner Recusal Reminder**

Chairman Roberts reminded the Commissioners to recuse themselves from voting on any agenda item that has a real or perceived conflict of interest.

**Consent Calendar**

**ON MOTION OF Commissioner McBrayer, seconded by Commissioner Wooten, the Commission approved the formation of the consent calendar with items 3 and 8 approved on consent.**

**AYES: Roberts, Skiljan, McBrayer, Macchione, Wooten**  
**ABSENT: None**  
**ABSTAIN: None**  
**NOES: None**

**1. Acceptance of the FY 2011-12 First 5 California Annual Report**

The request before the Commission was to accept the FY 2011-12 First 5 California Annual Report.

**Chairman Roberts opened the public hearing.**

**Chairman Roberts closed the public hearing with no comments received.**

**ON MOTION OF Commissioner Wooten, seconded by Commissioner Macchione, the Commission accepted the Annual Report of First 5 California for Fiscal Year 2011-12, and authorized the Executive Director to submit public comment, if any, to the State Commission.**

**AYES:** Roberts, Skiljan, McBrayer, Macchione, Wooten  
**ABSENT:** None  
**ABSTAIN:** None  
**NOES:** None

**2. First 5 San Diego Strategic Plan 2010-15 Annual Review and Discussion on Development of 2015-2020 Strategic Plan.**

**Chairman Roberts opened the public hearing.**

Staff member Naomi Chávez gave a presentation on the 2010-2015 Strategic Plan. She noted that this is the Commission's third review of the Strategic Plan. No changes are being recommended at this time.

Executive Director Medeiros noted that instead of starting new programs, staff is recommending focusing on the Commission's core strategies in light of the fact that the revenue is declining. In addition, First 5 staff is making sure that contractors and funding partners are also looking for opportunities to leverage their funding.

Commissioner Macchione acknowledged Commissioner Skiljan and the Technical and Professional Advisory Committee for putting together a great Strategic Plan. He noted that the Commission has stepped-up to meet the needs of the families and children in the community.

**Chairman Roberts closed the public hearing with no comments received.**

**ON MOTION OF Commissioner Macchione, seconded by Commissioner McBrayer, the Commission reviewed and accepted the current First 5 San Diego Strategic Plan 2010-15 with no changes.**

**AYES:** Roberts, Skiljan, McBrayer, Macchione, Wooten  
**ABSENT:** None  
**ABSTAIN:** None  
**NOES:** None

**3. Sunset Review of Commission Policies**

**ON MOTION OF Commissioner McBrayer, seconded by Commissioner Wooten, during the formation of the consent calendar, the Commission:**

**1) Adopted the revised Commission Policies on:**

- **Support of Community Events and Professional Education Symposia , F5C-005**
- **Protest Procedures for Award of Solicitations, F5C-006**
- **Notification of Use of Client Information, F5C-024**

**AYES:** Roberts, Skiljan, McBrayer, Macchione, Wooten  
**ABSENT:** None  
**ABSTAIN:** None  
**NOES:** None

**4. First 5 California Updates**

Commissioner McBrayer introduced Camille Maben, Executive Director from First 5 California. Ms. Maben informed the Commission that she had the opportunity to visit King Chavez Preschool, the La Maestra Clinic, and KidStart. She was very impressed with the services that First 5 San Diego is providing to the community and congratulated the Commission for its work. Ms. Maben gave an update on First 5 California and their focus on building relationships, efforts to tell the story of First 5, and their strategic planning efforts at the State level.

Ms. Maben also reported that since 2008, First 5 has contributed close to \$400 million towards the State's General Fund. However, the State is not asking First 5 to contribute to the General Fund this year.

**5. Finance Committee Report**

Fred Baranowski, Finance Committee Chair, gave an update on the Commission's financial status as of March 31, 2013. Mr. Baranowski reviewed the Balance Sheet and the 3<sup>rd</sup> Quarter Summary of Revenues and

Expenditures for Fiscal Year 2012-13. He reminded the Commission that there is a two month delay in receiving the monthly Prop 10 revenue.

## 6. Executive Director Monthly Report

### Community Water Fluoridation

Olivenhain Municipal Water District will begin adding fluoride to its water supply on July 1, 2013. Nearly 7,000 young children will benefit from this service.

### Healthcare Access (HCA)

In addition to outreach and enrollment, HCA is going to expand services to include CalFresh outreach to those being assisted.

### Childhood Obesity Initiative

Commission staff, in partnership with Public Health Services, will present a poster display at the 7<sup>th</sup> Biennial Childhood Obesity Conference, June 18<sup>th</sup> and 19<sup>th</sup> in Long Beach, California.

### Quality Preschool Initiative

As of July 1, 2013, we are expanding the Quality Preschool Initiative into the new communities of La Mesa/Spring Valley, Fallbrook, Oceanside, Ramona, San Marcos and additional areas of Central San Diego. The target is to serve 12,000 children.

### Targeted Home Visiting Initiative

Contracts are set to begin on July 1, 2013. The regional programs will be referred to as "First 5 First Steps" and will provide home visitation services to specific high-risk target populations. Services will begin in early fall.

### "Healthy Start" Campaign

First 5 San Diego wrapped up its "Healthy Start" Campaign, which ran from the beginning of April through the end of May 2013. First 5 San Diego featured messages from the San Diego County Childhood Obesity Initiative's 5-2-1-0 *Every Day!* campaign.

### Community Events

First 5 San Diego has been actively participating in community events throughout San Diego County which include the following:

- Day of the Child Chula Vista at Memorial Park
- Healthy Kids Day at the Jackie Robinson YMCA
- Healthy Kids Day at the South Bay YMCA
- Kids First Fair at Camp Pendleton
- Marriage, Family and Relationship Expo at MCAS Miramar
- Children's Health & Well-Being Expo in City Heights
- YMCA Childcare Resource

### Quarterly Dash Board Report

The Dash Board Report is a tool that provides the Commission with updates on the performance of First 5 San Diego Projects. All contractors are on target.

Commissioner Macchione inquired about the partnership with VONS supermarket.

Executive Director Medeiros reported that as part of the spring campaign, First 5 San Diego was able to partner with the VONS supermarket chain to have them distribute materials on healthy eating. All 58 VONS stores in San Diego County will be distributing First 5 materials.

## 7. Future Agenda Items

- Presentation on *Live Well San Diego*.

## 8. FY 2013-14 Budget Adjustment

**ON MOTION OF Commissioner McBrayer, seconded by Commissioner Wooten, during the formation of the consent calendar, the Commission:**

- 1) Found that the proposed actions are consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County, and provides a public benefit.
- 2) Increased the Community Water Fluoridation line in the FY 2013-14 Operating Budget by \$250,000 and approved an amendment to the contract with Sweetwater Authority to add these funds as a budget increase.
- 3) Approved funding to Sweetwater Authority for up to \$400,000 from the Community Water Fluoridation line in the approved FY 2013-14 Operating Budget.
- 4) Authorized the Executive Director or her designee to negotiate a project length budget and execute a contract amendment with Sweetwater Authority for a total contract amount of up to \$2,099,740.

**9. Adjournment**

Chairman Roberts adjourned the meeting of the First 5 Commission at 3:00 p.m.

Respectfully submitted for your review and approval:

\_\_\_\_\_  
Sandra McBrayer

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Date

Notes by: Rosa Lemus