

FIRST 5 COMMISSION OF SAN DIEGO
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Commissioners Present:

Pam Slater-Price, Chairwoman
Carol Skiljan, Vice Chair
Nick Macchione
Dr. Wilma Wooten

Staff Present:

Barbara Jiménez, Executive Director
Lynn Eldred, Program & Evaluation Manager
Grace Young, Contracts and School Readiness Program Manager
Martin Cherry, Operations Manager
David Smith, Sr. Deputy County Counsel
Nadia Moshirian, Policy Advisor

Members Excused:

Sandra McBrayer, Secretary

Minutes for October 10, 2011

Call to order and Introductions

Chairwoman Slater-Price called the meeting of the First 5 Commission of San Diego to order at 2:00 p.m.

Approval of the Commission Meeting Minutes - September 12, 2011

ON MOTION OF Commissioner Macchione, seconded by Commissioner Wooten, the Commission approved the minutes of September 12, 2011.

AYES: Slater-Price, Skiljan, Macchione, Wooten
ABSENT: McBrayer
ABSTAIN: None
NOES: None

Opportunity for Public Comments

Four (4) speakers supported the CAL-SAFE program.

Commissioner Recusal Reminder

Chairwoman Slater-Price 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 Macchione, seconded by Commissioner Skiljan, the Commission approved formation of the consent calendar with item # 3 approved on consent.

AYES: Slater-Price, Skiljan, Macchione, Wooten
ABSENT: McBrayer
ABSTAIN: None
NOES: None

1. State Annual Report of the First 5 Commission of San Diego for FY 2010-11

Staff member Lynn Eldred reported that every county First 5 Commission is required by State law to submit an annual report to the State Commission. She gave an overview of the annual report and noted that the final report will be posted on the Commission's website.

Staff member Eldred also reported that staff will be revising the Strategic Plan to incorporate the changes enacted by this Commission in response to AB 99. These changes will address: the elimination of the smoking cessation project and the longitudinal study; and outcomes related to specific projects such as Healthcare Access. Also, data relating to the Family Survey indicators will no longer be collected as a result of its accompanying report on the status of young children in San Diego County.

In follow up to the items being eliminated as a result of AB 99, Executive Director Jiménez noted that there could be some opportunities to re-visit and/or leverage funds for these specific projects once the results of the AB 99 lawsuit are finalized.

Chairwoman Slater-Price expressed concern about eliminating the Smoking Cessation initiative and the longitudinal study.

Commissioner Macchione reported that the Health and Human Services Agency (HHS) has been able to reduce the smoking rates through their ongoing efforts. He also reported that HHS received the second largest county grant for Community Transformation and noted that smoking cessation will be one of the components within the grant. The Commission indicated that this is a good opportunity to leverage First 5 dollars locally to maximize outcomes.

Commissioner Macchione commented that several Commissioners have been dealing with the business community and trying to help them see the healthy bottom-line of what we are doing and how it impacts the future. He asked Commission staff to include in the local evaluation report, the return on investments or societal cost of benefit of the First 5 Commission's programs as a whole as well as to the business community.

Chairwoman Slater-Price congratulated HHS Director Macchione for his work in partnering HHS with the First 5 Commission to generate economies of scale in the community regardless of whether it is City or Unincorporated areas of the County.

ON MOTION OF Commissioner Skiljan, seconded by Commissioner Macchione, the Commission:

- 1) Opened Public Hearing.**
- 2) Received no public comments.**
- 3) Approved the First 5 Commission of San Diego Annual Report for Fiscal Year 2010-11.**
- 4) Authorized the Executive Director to submit the Annual Report to the State.**
- 5) Closed public Hearing**

AYES: Slater-Price, Skiljan, Macchione, Wooten

ABSENT: McBrayer

ABSTAIN: None

NOES: None

2. Annual Audit for FY 2010-11

Executive Director Jiménez informed the Commission that the firm of Moss, Levy & Hartzheim, LLP completed an audit of the First 5 records as required on an annual basis by the Health and Safety Code. She noted that the audit report was reviewed and approved by the Finance Committee at its September 27, 2011 meeting.

Staff member Martin Cherry reported that the audit must be conducted by October 15th of each year to ensure that Prop 10 funds are appropriately utilized. In 2010 the firm of Moss, Levy & Hartzheim was selected to conduct the First 5 audit in a competitive procurement process conducted by the County Office of Audits and they were awarded the contract for 3 years. This is the second year of that contract. The audit report concluded that the audit is fairly stated in all material respects.

Staff member Cherry also reported that the Commission is continuing to spend down its reserves. Over the last 2 fiscal years the fund was reduced by over \$37 million. As a result of the Governor's signing the AB 99 legislation, an expense of \$88.4 million is included in the 2010-11 fiscal year. This single expense is alone more than the entire budget for FY 2010-11, which skews the Commission's expenses to show that they increased 144% from the previous year.

Fred Baranowski, Finance Committee Chair, reviewed the audit report with the Commissioners. He acknowledged the work of the Commission's fiscal staff for their excellent performance and noted that the auditor was very complimentary.

Commissioners acknowledged the Finance Committee and Commission staff for their work in getting an outstanding audit report.

ON MOTION OF Commissioner Wooten, seconded by Commissioner Skiljan, the Commission:

- 1) **Opened the Public Hearing.**
- 2) **Received no public comments.**
- 3) **Accepted the First 5 Commission of San Diego Annual Financial Audit for FY 2010-11.**
- 4) **Authorized the Executive Director to submit the FY 2010-11 Annual Financial Audit of the State First 5 Commission.**
- 5) **Closed the Public Hearing.**

AYES: Slater-Price, Skiljan, Macchione, Wooten

ABSENT: McBrayer

ABSTAIN: None

NOES: None

3. Quality Preschool Initiative - Release of Solicitation

ON MOTION OF Commissioner Macchione, seconded by Commissioner Skiljan, during the formation of the consent calendar, the Commission:

- 1) **Found that the proposed First 5 San Diego Quality Preschool Initiative is 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) **Authorized the Executive Director or her designee to work with the County Director of Purchasing and Contracting to release a competitive solicitation for the First 5 San Diego Quality Preschool Initiative for up to \$47.1 million over three years.**

AYES: Slater-Price, Skiljan, Macchione, Wooten

ABSENT: McBrayer

ABSTAIN: None

NOES: None

4. Finance Committee Report

Fred Baranowski, Finance Committee Chair, gave an update on the Commission's financial status as of June 30, 2011. He presented the Balance Sheet and the Summary of Revenues and Expenditures Statement for the end of FY 2010-11. Mr. Baranowski also reviewed and discussed the Balance Sheet as of August 31, 2011.

Mr. Baranowski reported that Naomi Chávez transferred to the Community Engagement Department within First 5. He acknowledged the contributions of Naomi Chávez to the Finance Committee.

5. Executive Director Monthly Report

Executive Director Jiménez reported the following:

There is a lot of great momentum within our Commission and our contractors as we actively support *Live Well, San Diego!: Building Better Health*. We are continuously expanding our efforts to support *Live Well, San Diego!* by promoting healthy lifestyle behaviors for young children and their families, reducing childhood obesity and providing early identification of health related issues. This is also a great opportunity to leverage our existing dollars and any dollars coming in to the County.

Other opportunity to leverage State and Federal Funding include:

Race to the Top Early Learning

On August 23, 2011 the U.S. Departments of Education and Health and Human Services released the final application for the Race to the Top - Early Learning Challenge grant. The Department of Education is taking a unique approach to look at the components of a quality rating improvement system highlighting local California efforts and how they can work together on planning and developing a quality pathway with common elements among the different California systems. The First 5 Commission of San Diego has indicated a desire to participate in this effort and if California decides to do a full application, it needs to be finalized and submitted by October 19, 2011. If successful, California could receive \$100 million from the Federal Government.

First 5 CA Signature Program

The Commission received a presentation on EDUCARE last year. First 5 San Diego indicated the desire to embrace the idea of EDUCARE in terms of the core component, however, the biggest challenge was the requirement to invest significant funding into a new facility. The new First 5 California signature program appears to be an "EDUCARE without walls" model. First 5 San Diego could potentially compete or work with First 5 California to bring additional funding to First 5 San Diego's Quality Preschool Initiative. This would be a great opportunity to maximize our dollars through leveraging State funding for Early Learning in San Diego County.

Acknowledgments

The First 5 Commission of San Diego was named a finalist for the San Diego Business Journal Health Care Champions Award for Healthcare Marketing. This category honors an individual or team focusing on effectively delivering the organization's messaging to attract patients, increasing revenue streams, and building organizational reputation. Executive Director Jiménez and Commissioner Wooten will be attending the award ceremony this week.

The San Diego and Imperial County Chapters of the Public Relations Society of America announced their winner of the annual award to First 5 San Diego's Oral Health campaign. It won the top award in Excellence for public service announcements.

First 5 San Diego conducted phase III of the Good Start campaign that ran from February through June 2011. The campaign featured the Commission's Oral Health Initiative with a focus on oral health for young children and pregnant women with messages in Spanish and English. Executive Director Jiménez acknowledged MJE for their contribution to this great parent and public education, and outreach campaign. She also acknowledged all the Oral Health providers and clinics that provided the services including 2-1-1 noting that referrals to the First 5 San Diego Oral Health Initiative increased by 1,293% and that dental exams provided to children 0 – 5 and pregnant women had an actual increase of 43%.

Commissioner Macchione informed the Commission that Barbara Jiménez has been named as a finalist for the "Women Who Mean Business Award".

The Commissioners received a written status report on local Commission activities.

6. Future Agenda Items

- KidSTART presentation

7. Adjournment

Chairwoman Slater-Price adjourned the meeting of the First 5 Commission at 2:48 p.m. to reconvene on November 7, 2011.

Respectfully submitted for your review and approval:

Sandra McBrayer

Date

Notes by: Rosa Lemus