

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

**Commissioners Present:**

Pam Slater-Price, Chairwoman  
Carol Skiljan, Vice Chair  
Nick Macchione  
Sandra McBrayer, Secretary  
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  
Jill Monroe, Policy Advisor

**Minutes for February 7, 2011**

**Call to Order and Introductions**

Chairwoman Slater-Price called the meeting of the First 5 Commission of San Diego to order at 2:01 p.m.

**Approval of Commission Meeting Minutes - January 10, 2011**

**ON MOTION OF Commissioner Macchione, seconded by Commissioner Wooten, the Commission approved the minutes of January 10, 2011.**

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

**Opportunity for Public Comments**

No public comments received.

**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 McBrayer, seconded by Commissioner Macchione, the Commission approved formation of the consent calendar with items 2 and 4 approved on consent.**

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

**1. CalWORKs Stage 3 Child Care Services Contract Amendments**

Executive Director Jiménez gave a brief report on the Commission's actions to date. She indicated that on January 10, 2011, Governor Brown released his budget proposal for FY 2010-11 and FY 2011-12 in which funding has been set aside to continue Stage 3 Child Care services for families effective April 2011. As a result of this action, no funding is available to provide these services for the months of February and March 2011. The request before the Commission is to approve no-cost amendments to extend the two Alternate Payment Program contracts for two months (February and March 2011) utilizing the unspent funds from November and December 2010.

Public Comment:

Debbie McDonald, Executive Director of the YMCA Childcare Resource Service (YMCA-CRS), thanked the Commission for considering the contract amendment for Cal-WORKs Stage 3 Child Care Services.

**ON MOTION OF Commissioner McBrayer, seconded by Commissioner Macchione, the Commission:**

- 1) Found that the proposed actions are consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood education within the County and provides a public benefit.
- 2) Authorized the Executive Director or her designee to work with YMCA-CRS and Child Development Associates to negotiate and execute two month (February 1, 2011 – March 31, 2011) no-cost extensions.

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

**2. Smoking Cessation Treatment Services - Release of Solicitation.**

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

- 1) Found that the proposed services are consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood education 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 Smoking Cessation Services for up to \$3,600,000. The initial contract will be for 18-months for up to \$1,200,000 with an additional 3 option years at up to \$800,000 per year.
- 3) Allocated up to \$3,600,000 from the Smoking Cessation line in the Commission's approved 5 Year Program Allocation Plan as follows (each year's funding up to the amount listed to come from that year's budget):
  - FY 2011 – 12 Up to \$400,000
  - FY 2012 – 13 Up to \$800,000
  - FY 2013 – 14 Up to \$800,000
  - FY 2014 – 15 Up to \$800,000
  - FY 2015 – 16 Up to \$800,000 (this FY is beyond the 5 year plan but utilizes funding authorized but not utilized in FY 10-11 & 11-12)
- 4) Allocated up to \$12,000 from the FY 2010 – 11 budget to be designated for either a Temporary Expert Professional or for consultant services to develop a Statement of Work for the Smoking Cessation Treatment Services Initiative.
- 5) Authorized the Executive Director to contract for consultant services (if required) for the Smoking Cessation Services Initiative.

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

**3. Emerging Critical Needs: Funding for Cal-SAFE Programs**

The request before the Commission is to approve Emerging Critical Needs funding of up to \$2,000,169 for three years, to support Cal-SAFE programs in six local school districts: Carlsbad Unified School District, Escondido Union High School District, Grossmont Union High School District, Oceanside Unified School District, San Marcos Unified School District, and Vista Unified School District. These six school districts are requesting funding to support Cal-SAFE services, which sustained a 20% reduction due to the State fiscal crisis and are now operating on 20% less than their FY 2007-08 funding levels, while the need for services is increasing.

Executive Director Jiménez reported that the majority of funding is to support child care services for these teen parents while they are in school. First 5 funding will be used to fill this gap in services and allow expanded child care services to cover Saturday school, summer school, and after school tutorial and extended period as needed. She noted that without this type of support services, only 33% of these teen parents are likely to graduate; 75% of teen parents who receive Cal-SAFE services do graduate, which makes a difference in their lives and the lives of their young children.

All applications were reviewed by a Source Selection Committee (SSC) in accordance with the policy evaluation criteria. The SSC determined that all six of the organizations met or exceeded all funding requirements and recommend all of the organizations for three years of funding.

Public Comment:

Rachael Asman from Cal-SAFE Escondido and Jannet Stoddard from the San Marcos Unified School District gave a brief overview of Cal-SAFE Programs.

Commissioner McBrayer was concerned about supplanting the Cal-SAFE program.

County Counsel David Smith responded that supplantation occurs at the local level when local dollars are replaced. The County and the Commission have no control over dollars that are exclusively controlled at the State level. While they are going to a similar purpose, neither the County nor the Commission pulled back money and then replaced it with First 5 funding. Additionally, what benefits this is that it isn't just replacing existing services, it is actually adding to them with additional services so there is a blend of existing and new services which give it an additional layer of support. The action is consistent with the Commission's supplantation policy which is consistent with State law.

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

- 1) Found that the proposed Emerging Critical Needs allocation to provide Cal-SAFE services 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) Received and approved recommendations from the Source Selection Committee for contract awards to the following organizations and authorize the Executive Director or her designee to negotiate and execute a contract with the six organizations listed below for up to \$2,000,169 as a project length budget for three years to provide Cal-SAFE services and identify full funding for these projects to be allocated from the Emerging Critical Needs line in the approved FY 2010 – 11 budget:

School District	Total Funding (Three Years)
Carlsbad Unified School District	Up to \$ 90,000
Escondido Union High School District	Up to \$ 420,000
Grossmont Union High School District	Up to \$ 350,169
Oceanside Unified School District,	Up to \$ 375,000
San Marcos Unified School District	Up to \$ 450,000
Vista Unified School District	Up to \$ 315,000
<b>Total</b>	<b>Up to \$2,000,169</b>

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

**4. Communications Contracts Extension**

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

- 1) Found that the proposed contract extension with MJE Marketing Services 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 execute and negotiate a contract amendment with MJE Marketing Services, Inc. for a total of up to \$120,000. The contractor will also administer Parent and Public Education services funding per the FY 2011-12 Operating Budget.

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

**5. Finance Committee Report**

Fred Baranowski, Finance Committee Chair, gave an update on the Commission's financial status and activities of the Finance Committee including the 2<sup>nd</sup> QTR Budget Projections and Summary Balance Sheet as of December 31, 2010.

**6. Executive Director Monthly Report**

Executive Director Jiménez reported that Governor Brown proposes taking \$1 billion in funding from First 5 California (\$50 million) and county First 5 Commissions (\$950 million) in FY 2011-12. In addition, he is also proposing that half of all future First 5 revenues be taken on a yearly basis. Most of the funds targeted by Governor Brown for redirection to the state general fund for Medi-Cal are already allocated to specific programs, including those that provide preschool, access to health care and successful child abuse prevention efforts. In less than a month, the legislators will decide if Governor Brown's proposal will be put on a ballot for a special June election.

Chairwoman Slater-Price asked Commission staff to write a letter of opposition.

Executive Director Jiménez gave an update on the KidSTART project. She mentioned that the contracts were executed via a competitive procurement process. Contracts were signed on June 28, 2010 and started on July 1, 2010. Children were seen at Polinsky starting on September 1, 2010. When fully operational, we expect KidSTART to serve over 300 children per year and leverage First 5 funds to draw down \$850,000 of EPSDT funding.

Commissioner Macchione informed the Commission that KidSTART is one innovative investment that the Commission has made that touches the lives of kids who have been abused and are in the Foster Care System. He would like to have the Child Welfare Director and Mental Health Director, who are paired together on the KidSTART, to provide a presentation to the Commission.

Executive Director Jiménez updated the Commission on fluoridation. She reported that the Commission is providing \$3.2 million in total construction funding, and \$700,000 for 2 years of operations and maintenance to the City of San Diego for fluoridation. Miramar was completed as of February 1<sup>st</sup>; Alvarado is scheduled to fluoridate its water on February 8<sup>th</sup>; and Otay is scheduled to fluoridate starting March 14, 2011. The Water Districts without fluoridation are: Seewater Authority, City of Oceanside, Olivenhain Municipal Water District, City of Poway, and Santa Fe/San Dieguito Water Districts.

Chairwoman Slater-Price asked Commission staff to make an inquiry to the remaining non-fluoridated water districts in San Diego County to determine their interest in fluoridation.

Executive Director Jiménez introduced the new version of the "Kit for New Parents".

**7. Future Agenda Items**

- ◆ Second Quarter Dashboard
- ◆ Preschool for All update
- ◆ State budget

**8. Adjournment**

Chairwoman Slater-Price adjourned the meeting of the First 5 Commission at 2:36 p.m. to reconvene on April.

Respectfully submitted for your review and approval:

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Sandra McBrayer

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Date

Notes by: Rosa Lemus