

FIRST 5 COMMISSION OF SAN DIEGO
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Commissioners Present:

Pam Slater-Price, Chairwoman
Nick Macchione
Sandra McBrayer, Secretary
Dr. Wilma Wooten
Carol Skiljan

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
John Philips, Chief Deputy County Counsel
Jill Monroe, Policy Advisor

Minutes for May 9, 2011

Call to order and Introductions

Chairwoman Slater-Price called the meeting of the First 5 Commission of San Diego to order at 2:03 p.m.

Approval of the Commission Meeting Minutes - April 4, 2011

ON MOTION OF Commissioner Wooten, seconded by Commissioner Macchione, the Commission approved the minutes of April 4, 2011.

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

Opportunity of Public Comments

Virginia Hartnett from Chula Vista Elementary School District thanked the Commission for funding the Preschool for All 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.

Commissioners Macchione and Wooten recused themselves on any discussion and action on Item 1.

1. The Impacts of AB 99 on Commission Funding

Executive Director Jiménez introduced John Philips from County Counsel.

Executive Director Jiménez reported that AB 99 was signed into law by the Governor on March 24, 2011. She stated that AB 99 requires that local commissions remit 50% of their June 30, 2010 fund balance to the State by June 30, 2012. First 5 San Diego will have to send to the State Treasurer \$88.3 million by June 30, 2012. At the April 4th Commission meeting the Executive Director was directed to bring forward a framework with options for dealing with this significant loss of funds. If the current spending plans are not modified, the Commission's fund balance will be exhausted by December 2012.

Executive Director Jiménez also reported that several local commissions have filed law suits against the State to reverse AB 99; however funding cuts must still be made now because the outcome of pending legal action is uncertain, and any resolution to the matter may not occur for quite some time.

CARES PLUS UPDATE (as part of the Executive Summary of the funding scenarios):

Executive Director Jiménez reported that at the April 4, 2011 Commission meeting, staff requested authorization to release a full competitive solicitation for CARES Plus services, seeking approval of \$2.4 million for 24 months at that time, but First 5 San Diego had not received notice from First 5 California that the San Diego CARES Plus application had been approved.

In light of the pending budget reductions for First 5 San Diego as a result of AB 99, and the delay in the notification of award from First 5 California, First 5 San Diego did not approve the release of the CARES Plus solicitation at its April 4th meeting.

On April 25, 2011, the Commission received a letter from the San Diego County Childcare and Development Planning Counsel in support of moving forward with the CARES Plus application. The letter describes how the Preschool for All Demonstration Project data supports the positive impact to children when early care and education providers have access to professional development and training opportunities.

On April 28, 2011, First 5 California notified First 5 San Diego of the award for the CARES Plus program and provided a letter of agreement for First 5 San Diego to sign; this is due on May 13, 2011. San Diego County was selected to participate in the CARES Plus component D which is a 10 month evidence based state coaching partner called "My Teacher Partner". It is aligned with the classroom assessment core system (CLASS) to be provided to about 500 to 700 teachers across the state. First 5 San Diego would have to use the state model as First 5 California is requiring specific components and activities in their new model. First 5 California has not indicated any programmatic timeline changes; they are still seeking for program services to be effective July 1, 2011.

Executive Director Jiménez also reported that she contacted the Executive Director from First 5 California to see if they were discussing or considering a change in the implementation date. She was notified that First 5 California staff will be seeking authority from their Commission on July 20, 2011 to be able to have the funding from Phase 1 (design/development) roll over into Phase 2 (implementation). In light of the pending budget reductions being considered as well as the pending formal action scheduled for July 2011, from First 5 California regarding the implementation date, the Commission decided not to proceed with participation at this time.

Following the CARES Plus update Executive Director Jiménez presented three scenarios for the Commission's consideration as requested.

Opportunity for Public Comment:

Thirty seven (37) speakers addressed the Commission regarding the scenarios presented. Broad summary of speakers is as follows:

One (1) speaker supported Scenario A in regards to the KidSTART program funding. Eight (8) speakers supported Scenario B and the fluoridation projects. Thirteen (13) speakers supported Scenario C. Many supporters of Scenario C also supported Preschool for All. A few speakers also supported the Targeted Home Visiting Program Initiative and the Cal-Learn program. Seven (7) administrators, graduates and current participants of the CalSAFE program spoke in favor of the CalSAFE program.

Commissioners' Discussion:

Commission staff was commended for coming up with multiple strategies and creating the scenarios through thoughtful consideration and deliberation.

Commissioner Skiljan asked the Commission to consider keeping the Targeted at Risk Home Visiting Initiative due to the investments made in the planning and development of the initiative

Commissioner McBrayer voiced her concern that the current level of funding for the marketing and evaluation contracts was too high. She recommended reducing the funding to minimize the cuts in direct

services to kids. In response, Executive Director Jiménez reported that evaluation is required by the state but that there would be components within the contract that could be amended.

Executive Director Jiménez reported that one of the purposes of Proposition 10 is making sure that we focus on community awareness and education activities; another component is the prevention aspect and being able to make sure that the community is aware that there are resources out there that they can access. She noted that the Detail by Contract List (*attachment 1-3*) specifies the contractor the Commission has currently for public communications. This contract will provide services for only one more year; these services are going to be re-procured after FY 2011-12. There should be an opportunity through the County to access some activities as it relates to media and marketing which may result in some savings or more creative and innovative ways to do media outreach.

Chairwoman Slater-Price recommended keeping the fluoridation program as it provides a dental safety system for children of low income families. She also proposed continued funding for the CalSAFE program for one year to allow the school districts time to identify additional funding.

Commissioner McBrayer made a motion to approve Scenario C with the addition of fluoridation and CalSAFE with funding for the items to be recouped by reducing marketing and evaluation (see details in the motion).

Commissioners determined (as part of the motion) that evaluation and marketing contracts should be funded for up to six months at current levels, if needed to allow time to identify budget reductions.

During the discussion, Commission staff was asked to:

1. Prioritize the Targeted at Risk Home Visiting Initiative and look at the cost as a priority for any future funding or any cost savings and return to the Commission with a recommendation when funding is identified.
2. Commission staff will ask the California Dental Association to reach out to districts that declined funding so they can assist in reaching out to Sweetwater, Oceanside, Poway and San Dieguito Water Districts to work with the trustees and ensure their approval for fluoridation.
3. Return to the Commission at its September meeting with a timeline for implementation of fluoridation.

ON MOTION OF Commissioner McBrayer, Seconded by Commissioner Skiljan, the Commission:

- 1) **Approved Scenario C including all recommended contract changes noted in Attachment 2 to Item 1 of the agenda: which identifies by contract the specify dollar amounts for contract/programs for FY 2011-12 through FY 2014-15, and directed the Executive Director, or her designee to negotiate contract amendments as required.**
- 2) **Approved one year of funding for FY 2011-12 (July 1, 2011 – June 30, 2012) for up to \$666,723 for CalSAFE services as follows:**
 - **Up to \$30,000 for Carlsbad Unified School District**
 - **Up to \$140,000 for Escondido Unified School District**
 - **Up to \$116,723 for Grossmont Union School District**
 - **Up to \$125,000 for Oceanside Unified School District**
 - **Up to \$150,000 for San Marcos School District**
 - **Up to \$105,000 for Vista Unified School District**
- 3) **Approved funding for Community Water Fluoridation for up to \$1,114,653, additionally, report back to the Commission after the summer break on the timelines to complete fluoridation in other water districts.**
- 4) **Extended the existing contract with the California Dental Association Foundation for up to \$47,358 for FY 2011-12.**

- 5) Reduce the funding for Evaluation and Marketing services over the future years enough to recoup for the funding added for CalSAFE and Fluoridation.
- 6) Prioritize the Targeted at Risk Home Visiting Initiative as a priority to be considered if and when future funding becomes available.
- 7) If required to keep services going during contract negotiations, authorized the Executive Director or her designee to negotiate and execute an amendment to the existing 4-year contract with Harder+Company Community Research and retain funding at the current level for up to six months calculated not to exceed \$500,000 for July 1, 2011 – December 31, 2011.
- 8) If required to keep services going during contract negotiations, authorized the Executive Director or her designee to negotiate and execute a contract amendment to the existing 1-year contract with MJE Marketing Services for up to six months for up to \$312,000 to include up to \$62,000 for communications consulting and up to \$250,000 for Parent & Public Education Services for July 1, 2011 – December 31, 2011.
- 9) Provided no funding for the CARES Plus Program (FY 2011-12 through FY 2012-13) and to reconsider participating in this First 5 California program in the future, possibly in the next funding cycle.
- 10) Authorized the Executive Director or her designee to terminate the contract with the City of San Diego, Public Library for the pending capital project.
- 11) Direct the Executive Director to return at the June Commission Meeting with a FY 2011-12 Operation Budget and specific Long Range Financial Plans for future funding.
- 12) Authorized the Executive Director up to 15% variance in the final determination of the contract funding from the amounts shown in these minutes.

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

2. **Finance Committee Report** (The Chair requested this report to be heard before action item #1)
Fred Baranowski, Finance Committee Chair, gave an update on the Commission's financial status and activities of the Finance Committee.
3. **Executive Director Monthly Report**
The Commission received a written status report on local Commission activities.
4. **Future Agenda Items**
 - Approval of the FY 2011-12 Operating Budget
5. **Adjournment**
Chairwoman Slater-Price adjourned the meeting to closed session at 4:11 p.m. noting that the next Commission meeting is on June 13, 2011, from 2:00 to 4:00 pm.

Respectfully submitted for your review and approval:

Sandra McBrayer

Date

Notes by: Rosa Lemus