

**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  
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  
Jill Monroe, Policy Advisor

**Minutes for June 13, 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 - May 9, 2011**

**ON MOTION OF Commissioner Skiljan, seconded by Commissioner Macchione, the Commission approved the minutes of May 9, 2011.**

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

**Opportunity of Public Comments**

Fourteen (14) speakers addressed the Commission. Broad summary of speakers is as follows:

Nine (9) speakers supported the Targeted Home Visiting Program Initiative. Two (2) speakers supported the CARES Plus program. Two (2) speakers supported funding early education direct services in Escondido. One (1) speaker thanked the Commission for supporting programs in the Chula Vista community.

**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 recused himself on any discussion and action on Items 6 and 7.

**Consent Calendar**

**ON MOTION OF Commissioner McBrayer, seconded by Commissioner Skiljan, the Commission approved formation of the consent calendar with items 1, 2,3,4,6, and 8 approved on consent.**

**AYES: Slater-Price, Skiljan, Macchione (except Item 6), McBrayer, Wooten**  
**ABSENT: None**  
**ABSTAIN: Macchione (Item 6 only)**  
**NOES: None**

**1. Appointment of Finance Committee Member**

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

- 1) Appointed Roger Gordon, CPA as a member of the Finance Committee. Mr. Gordon's term is to expire December 31, 2012.**

**AYES: Slater-Price, Skiljan, Macchione, McBrayer, Wooten**

**ABSENT: None**

**ABSTAIN: None**

**NOES: None**

**2. Revision to the Technical and Professional Advisory Committee (TPAC) Operating Rules and Procedures**

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

- 1) Approved the revised TPAC Rules and Procedures that includes term limits for TPAC members.**

**AYES: Slater-Price, Skiljan, Macchione, McBrayer, Wooten**

**ABSENT: None**

**ABSTAIN: None**

**NOES: None**

**3. Contract Amendment for Database Services**

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

- 1) Found that the proposed contract amendment with Persimmony International 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) Approved a one year contract amendment with two option years with Persimmony International for up to \$267,770 for FY 2011-12, up to \$265,770 for FY 2012-13, and up to \$245,770 for FY 2013-14 for a total of \$779,310 over three years. Each amount will come from that year's approved budget as a project length budget.**
- 3) Authorized the Executive Director or her designee to negotiate and execute a contract amendment with Persimmony International.**

**AYES: Slater-Price, Skiljan, Macchione, McBrayer, Wooten**

**ABSENT: None**

**ABSTAIN: None**

**NOES: None**

**4. Contract Amendment for Evaluation Services**

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

- 1) Found that the proposed contract amendment for the evaluation services contract is 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) Amended the contract with Harder+Company Community Research for evaluation and database management services for FY 2011-12 with three option years and set the budget for up to \$1,036,250 for FY 2011-12, up to \$ 905,762 for FY 2012-13, up to \$ 746,086 for FY 2013-14, and up to \$ 744,752 for FY 2014-15. Each amount will come from that year's approved budget as a project length budget.**

- 3) **Authorized the Executive Director or her designee to negotiate and execute a contract amendment with Harder+Company Community Research.**

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

**5. Parent & Public Education Contract Amendment**

Executive Director Jiménez reported that as a result of AB 99, the Commission voted to approve scenario 'C' with some modifications including reducing the amount for *communications* and *parent and public\_education*. Staff was directed by the Commission to cut both of the contracts by 50% for the *parent, and public education* component for fiscal year 2011-12. Beginning in FY 2012-13, First 5 San Diego staff will explore the possibility of utilizing a list of qualified communications firms that is being developed for departmental use via a Request for Service Qualifications (RFSQ) procurement by the County of San Diego. The Commission will be able to use those contractors for any parent and public media campaigns.

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

- 1) **Found that the proposed contract amendment 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 \$310,000: Communications Consultant Services (\$60,000); and Parent and Public Education (\$250,000) for FY 2011 -12.**

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

**6. Information and Referral Services Contract Amendment**

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

- 1) **Found that the proposed amendment extending the contract for Information and Referral 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 negotiate and execute a contract amendment extending the contract with 211 San Diego for up to \$700,000 for July 1, 2011 through June 30, 2012 for Information and Referral Services.**

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

**7. Recommendations for FY 2010-11 Unexpended Funds**

Commissioners Macchione recused himself on any discussion and action on Item 7.

Executive Director Jiménez reported that the Commission implemented a new policy in March of this year to make sure that all requests for rollover of FY 2010-11 funds from contractors will be evaluated and forwarded to the Executive Director for approval. She stated that funds that are not spent in a timely

manner on a contract are a major concern; however, that new start-up programs might be an exception, if there are delays during the start up period. The expectation is that contractors are appropriately spending their funds, and meeting and achieving their outcomes.

The request before the Commission is to allocate \$1,656,856 of the total projected unexpended funds to a variety of projects which include: Water Fluoridation, Child Welfare Services, County Counsel anticipated expenses, and the Healthy Families Program.

Executive Director Jiménez informed the Commission that on December 16, 2008, the Commission approved funding of up to \$1,600,000 for the Healthy Families Program. On April 27, 2011, the Commission received an additional invoice of \$136,391 from First 5 California. As a result of an audit, they found that most counties in California were under-billed for their contributions to the Healthy Families Program during FY 2009-10; as a result, First 5 San Diego is being asked to pay an additional \$136,391.

Executive Director Jiménez noted that staff is also recommending that the remaining unexpended funds be reserved in the Sustainability Fund for Targeted Home Visiting or other high-priority projects pending the outcome of the lawsuit against AB 99.

Commissioner McBrayer suggested funding the Targeted Home Visiting program for higher risk populations, and then extend it over the course of time to include other populations as funding allows. She would like to see all unexpended funds go towards the Targeted Home Visiting Program. Executive Director Jiménez mentioned that she has been talking with Commissioner Wooten about having a student worker start putting together the referral pathways for this project. Commissioner McBrayer stated that TPAC and the community have given the Commission a lot of input and she would like to keep the momentum going as staff continues to collect data.

Commissioner Skiljan reminded the public that there are Home Visitation Services currently in the County. She thanked Dr. Wooten for coming up with the idea of monitoring and coordinating this effort.

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

- 1) Allocated \$1,656,856 of the unexpended funds from FY 2010 – 11 as an increase to the FY 2011 – 12 budget. Actual savings will be determined by reports generated by the County's Oracle Financial System after the close of the fiscal year. The unexpended funds will be allocated as follows:**
  - a. Contributions to Community Projects – Health: allocate up to \$751,748 to Community Water Fluoridation for Capital and Other Expenses.**
  - b. Contributions to Community Projects – Family: allocate up to \$668,717 to allow an extension of services for the Foster Care Safety Net Project for Children 0 - 5.**
  - c. Special Expenses: allocate up to \$136,391 to liquidate the outstanding balance due to First 5 California for the Healthy Families Program from the 2008-09 fiscal year.**
  - d. County Counsel: allocate \$100,000 for anticipated additional expenses.**
- 2) Authorized the Executive Director or her designee to negotiate and execute an amendment with the County of San Diego, Health and Human Services Agency – Child Welfare Services for up to three months, through June 30, 2012, for up to \$668,717 for the Foster Care Safety Net Project for Children 0 -5.**
- 3) Authorized the Executive Director or her designee to reimburse First 5 California the outstanding balance of the contract for the Healthy Families Program for up to \$136,391.**

- 4) Designated the actual balance of remaining unexpended funds to be reserved in the Sustainability Fund for Targeted Home Visiting or other high-priority projects, pending the outcome of AB 99 and/or the County's lawsuit.

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

**8. Community Water Fluoridation**

**ON MOTION OF Commissioner McBrayer, seconded by Commissioner Skiljan, 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 education within the County and provides a public benefit.

- 2) Authorized the Executive Director or her designee to work with the First 5 Fluoridation Coordinator (the California Dental Association), to initiate a contract with:

- Olivenhain Municipal Water District for up to \$892,384, and
- Sweetwater Authority Water District for up to \$1,449,740

This is a combined total of up to \$2,342,124 for fluoridation capital cost and 1-year operations and maintenance.

- 3) Authorized the Executive Director or her designee to extend the contract with the California Dental Association to provide contract negotiation, technical support and construction oversight for the fluoridation contracts and add funding to the contract from the total fluoridation fund in the amount of:

- Up to \$69,820 for the Olivenhain Municipal Water District, and
- Up to \$188,226 for Sweetwater Authority Water District

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

**9. Approval of the FY 2011-12 Operating Budget, 5-Year Program Allocation Plan and 10-Year Financial Spending Plan.**

Staff member Naomi Chávez gave a presentation on the changes made to the budget, 5-Year Program Allocation Plan, and the 10-Year Financial Spending Plan as a result of AB 99.

Two (2) speakers thanked the Commission for funding the Preschool for All Initiative.

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

- 1) Approved the FY 2011 – 12 Operating Budget, 5-Year Program Allocation Plan, and 10-Year Financial Spending Plan.

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

**10. Quality Preschool Initiative**

Executive Director Jiménez reported that at the May 9<sup>th</sup> Commission Meeting, the Commission approved the continued investment of \$15.7 million per year for FY 2012-13 through FY 2014-15 for the Quality

Preschool Initiative. She stated that the Commission's staff has been working with Susan Muenchow, a national expert in the field of Early Childhood Education (ECE) and Quality Preschool in activities supporting the development of this important initiative.

Susan Muenchow provided the Commission with a summary and PowerPoint presentation of the preliminary findings and recommendations.

The Commission was asked to provide any feedback/direction on the key components that should be included in the development of this initiative. Commission staff will develop the Scope of Work for these services and return in October 2011 with a specific program design and request approval to release the RFP.

Commissioner McBrayer recommended reaching out to the Chamber of Commerce, United Way, and the San Diego Foundation in an effort to broaden the community stakeholders. Executive Director Jiménez reported that she recently gave a presentation to the San Diego Regional Chamber of Commerce regarding Quality Preschool.

Ten (10) speakers supported the Preschool for All Demonstration project which is ending. (The new program will be called Quality Preschool Initiative).

#### **11. Festival of Children Foundation**

This item was pulled from the agenda.

#### **12. Finance Committee Report**

Staff member Martin Cherry gave an update on the Commission's financial status and activities of the Finance Committee.

#### **13. TPAC Report**

Commissioner Skiljan reported that TPAC received updated information about the status of the development of First 5's Quality Preschool Initiative from Susan Muenchow. TPAC discussed and provided feedback regarding the ten key components of high quality preschool, sustainability of programs, and the potential use of technology.

TPAC recommendations for the Quality Preschool Initiative are as follow:

- Incorporate all of the ten key components identified as national/state best practices
- Support all of the General Principle findings so as to be in-line with the State to participate in State programs and draw down funding
- Continue to provide program components/services that have been identified as favorable practices in other counties providing Power of Preschool programs and further develop the components/services noted in the presentation as "areas of improvement"
- Staff should consider feedback on sustaining this initiative in future years and incorporating the ideas on how to best use technology to support the ECE providers, parents, and children
- For sustainability in future years, TPAC recommends developing more effective public – private partnerships.

Commissioner Skiljan also reported that eleven (11) individuals spoke in support of the At-Risk Home Visiting Initiative at the May 21, 2011 TPAC meeting.

**14. Executive Director Monthly Report**

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

Executive Director Jiménez reported that the First 5 Commission of San Diego and the County of San Diego decided to join in the law suit against the State as a result of AB 99.

Executive Director Jiménez gave an update on the 3<sup>rd</sup> Quarter Dashboard Report. She suggested having KidSTART make a presentation to the Commission at a future meeting.

**15. Future Agenda Items**

- KidSTART presentation

**16. Adjournment**

Chairwoman Slater-Price adjourned the meeting to closed session at 4:11 p.m. noting that the next Commission meeting is on September 12, 2011, from 2:00 to 4:00 pm in the same room.

Respectfully submitted for your review and approval:

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Sandra McBrayer

\_\_\_\_\_  
Date

Notes by: Rosa Lemus