

**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 Communications Manager  
David Smith, Sr. Deputy County Counsel

**Minutes for April 8, 2013**

**Call to Order**

Chairman Roberts called the meeting of the First 5 Commission of San Diego to order at 2:03 p.m.

**Approval of the Minutes of the Meeting of the First 5 Commission of San Diego – January 28, 2013**  
**ON MOTION OF Commissioner Macchione, seconded by Commissioner Skiljan, the Commission approved the minutes of January 28, 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.

Commissioner McBrayer recused herself from item#2

Commissioner Macchione recused himself from item #2, recommendation #5.

**Consent Calendar**

**ON MOTION OF Commissioner Skiljan, seconded by Commissioner Wooten, the Commission approved the formation of the consent calendar with items 2, 3, 4 and 5 approved on consent.**

**1. Approval of the FY 2013-14 Operating Budget and Financial Spending Plan**

The request before the Commission was to approve the Operating Budget for FY 2013-14, the Financial Spending Plan for FY 2012-13 through FY 2017-18 and authorize contract amendments included in the Budget and Financial Spending Plan. Executive Director Medeiros introduced Fred Baranowski, Chair of the Finance Committee.

Fred Baranowski, Finance Committee Chair, gave a brief report on the Operating Budget.

Staff member Cherry gave a presentation on the FY 2013-14 Operating Budget and Financial Spending Plan.

Annamarie Martinez, Executive Director for AMS Consulting, spoke to the Commission about her concern that the Commission is not requesting that new contract awardees increase their matching funds in their contracts. She also asked the Commission to consider limiting the amount of contracts one organization can have so it will provide other community agencies an opportunity to compete for First 5 funds.

Executive Director Medeiros reported that First 5 staff is always looking to leverage and maximize all funding streams, and also determine who can provide services in the community at the best price and at the lowest cost per child.

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

- 1) Found that the proposed First 5 San Diego funding allocations 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) Approved the FY 2013 – 14 Operating Budget and Financial Spending Plan.
- 3) Approved funding for the contracts listed in item 1-1 for the amounts and fiscal years shown.
- 4) Authorized the Executive Director, or her designee, to negotiate a project length budget and execute a contract with each contractor approved in recommendation number 3 above.

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

**2. Approval of the Emerging Critical Needs Funding and Award**

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

- 1) Found that the proposed Emerging Critical Needs allocation to support the programs indicated below 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) Awarded a contract and approved funding to Sharp HealthCare Foundation on behalf of Sharp Healthcare for up to \$689,170 as a project length budget for a two-year period from the Emerging Critical Needs line in the approved FY 2013-14 budget, and authorized the Executive Director, or her designee, to negotiate and execute a contract for the Best Start at Sharp Program.
- 3) Awarded a contract and approved funding to the San Diego Unified School District for up to \$575,532 as a project length budget for a three-year period from the Emerging Critical Needs line in the approved FY 2013-14 budget, and authorized the Executive Director, or her designee, to negotiate and execute a contract for the Cal-SAFE Program.
- 4) Approved funding to Home Start Inc. for up to \$299,656 as a project length budget for an additional two-year period from the Emerging Critical Needs line in the approved FY 2013-14 budget, and authorize the Executive Director, or her designee, to negotiate and execute a contract amendment for the Maternity Shelter Program.
- 5) Awarded a contract and approved funding to The Children's Initiative for up to \$653,280 as a project length budget for a three-year period from the Emerging Critical Needs line in the approved FY 2013-14 budget, and authorized the Executive Director, or her designee, to negotiate and execute a contract for the Reducing Childhood Injury and Death Program.
- 6) Awarded a contract and re-authorized funding to Oceanside Unified School District for up to \$350,000 (from FY 2012 – 13 funds approved November 5, 2012) as a project length budget for a two-year period and authorized the Executive Director, or her designee, to negotiate and execute a contract for the KinderStart Program.

**AYES:** Roberts, Skiljan, Wooten, Macchione (recommendations 1,2,3,4, and 6)  
**ABSENT:** None  
**ABSTAIN:** McBrayer, Macchione (recommendation #5)  
**NOES:** None

**3. Sunset Review of Commission Policies**

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

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

- Letters of Support or Acknowledgement / Memorandums of Understanding to Local Programs, F5C-001
- Legislative Advocacy, F5C-002
- Communication of Financial Condition Policy, F5C-018
- Reimbursement of Expenses, F5C-023

**AYES: Roberts, Skiljan, McBrayer, Macchione, Wooten**

**ABSENT: None**

**ABSTAIN: None**

**NOES: None**

**4. Sunset Review of County of San Diego Article IIIp First 5 Commission of San Diego**

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

**1) Reviewed Article IIIp First 5 Commission of San Diego and approve the continuance of the ordinance with no changes.**

**AYES: Roberts, Skiljan, McBrayer, Macchione, Wooten**

**ABSENT: None**

**ABSTAIN: None**

**NOES: None**

**5. Parent Education and Family Engagement Activities**

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

- 1) Found that the proposed Family Library Project allocation 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) Awarded a contract and approved funding to the San Diego County Library for up to \$128,000 as a project length budget for a one-year period from the Parent Education and Family Engagement line in the approved FY 2012-13 budget, and authorize the Executive Director, or her designee, to negotiate and execute a contract for the Family Library Project.**

**AYES: Roberts, Skiljan, McBrayer, Macchione, Wooten**

**ABSENT: None**

**ABSTAIN: None**

**NOES: None**

**6. Finance Committee Report**

Fred Baranowski, Finance Committee Chair, gave an update on the Commission's financial status as of February 28, 2013.

**7. TPAC Report**

Commissioner Skiljan, Chair of TPAC, reported that TPAC met on March 18, 2013. She mentioned that TPAC received a presentation updating them on the Commission's Parent and Public Education Campaign.

She also reported that staff provided background information on the current strategic plan and reviewed the 2008 process that was used to update the Strategic Plan. TPAC will be providing input on developing a strategic planning process to update the current Strategic Plan that ends in 2015. The process will be implemented during FY 2013-14.

Commissioner McBrayer asked if TPAC members are going to have an opportunity to visit First 5 funded programs to help them realize what is being funded by First 5 in the community.

Executive Medeiros responded that one of the agenda items for the June Commission meeting is to have a conversation about the strategic planning process and how deep the Commission would like to go. Then if TPAC members are interested in doing a site visit, staff can arrange visits for them to see some of the programs that First 5 funds.

## 8. Executive Director Monthly Report

### 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 with the exception of the Oral Health Treatment Services for pregnant women which is at 81.7% of its target.

Commissioner McBrayer commended the work of the contractors for their exceptional work in serving the people in the community and entering and keeping the data up-to-date. She mentioned that the Quarterly Report helps her realize the target numbers of the contractors and how they are doing.

### Community

First 5 San Diego has been hosting booths at Farmer's Markets and Parenting Expos. First 5 San Diego also participated in the Read and Romp hosted by the American Academy of Pediatrics Chapter 3 Early Literacy Program. More than 300 participants attended the event. First 5 San Diego also joined First 5 California for the Hands-on-Health Express Tour at the 8<sup>th</sup> annual Cherry Blossom Festival held at the Japanese Friendship Gardens in San Diego on March 9, 2013.

### Evaluation

The Developmental Screening and Enhancement Program (DSEP) was one of 10 national projects to win a Hospital Charitable Service Award through Jackson Healthcare. There were 141 applicants from around the nation and First 5's DSEP Program, in partnership with Rady's Children Hospital and Child Welfare Services, won the award.

### Spring Nutrition Campaign

First 5 San Diego is about to launch its Nutrition Campaign. One of the MTS buses is wrapped with First 5 San Diego information and it will be running in the San Diego downtown area. There are also a number of public service announcements, and a partnership with the YMCA Jackie Robinson Center to offer healthy eating advice and information on the importance of drinking water.

## 9. Future Agenda Items

- Sunset Review of a Commission Policy
- Annual Strategic Plan Review
- Executive Director of First 5 California

## 10. Adjournment

Chairman Roberts adjourned the meeting of the First 5 Commission at 2:36 p.m.

Respectfully submitted for your review and approval:

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

\_\_\_\_\_  
Date