

FIRST 5 COMMISSION OF SAN DIEGO

The Commission's vision is that all the children, ages 0 through 5 are healthy, are loved and nurtured and enter school as active learners.

March 25, 2025
10:15 am – 12:00 pm

County Administration Center, 1600 Pacific Highway, San Diego, CA 92101
Room 302

AGENDA

ITEM	SUBJECT	PRESENTER(S)
A	Roll Call and Introductions	Executive Director Arguilez
B Action	Approval of the Minutes of the Meeting of the First 5 Commission of San Diego – February 18, 2025 Supporting Document	Chair Montgomery Steppe
C	Opportunity for Public Comment Items not on the Agenda – Limit three minutes per speaker. (<i>Request to Speak</i> slips for Public Comment or any other item on the agenda must be submitted to Commission staff prior to the meeting being called to order). eComments may be submitted prior to the meeting. Must be received prior to the posting of the agenda.	Chair Montgomery Steppe
D	Commissioner Recusal Reminder All Commissioners are reminded to recuse themselves from voting on any agenda item that has a real or perceived conflict of interest.	Chair Montgomery Steppe

<p>E</p>	<p>Consent Calendar</p> <p>The Commission will vote on any action items not pulled for discussion by Commissioners or members of the public. Items available for the Consent Calendar are:</p> <p>Item 1: Contract #557977 Amendment for Parent and Public Education/Communication Consulting Services</p>	<p>Chair Montgomery Steppe</p>
<p>1 Action</p>	<p>Contract #557977 Amendment for the Parent and Public Education/Communication Consulting Services</p> <p>The Commission is asked to approve the receipt of up to \$25,000 in funding from the Dr. Seuss Foundation and authorize an operating budget adjustment and contract amendment for the Parent and Public Education/Communication Consulting Services contract.</p>	<p>Executive Director Arguilez</p>
<p>2 Discussion</p>	<p>2025-2030 Funding Allocations Supporting Documents</p> <p>The Commission will engage in a discussion related to program data and impacts to help inform future program reductions.</p>	<p>Executive Director Arguilez</p>
<p>3</p>	<p>Future Agenda Items</p> <ul style="list-style-type: none"> • Approval of the Annual Operating Budget for FY 25-26 • 5-year Financial Spending Plan FY 25-30 • Contract Extension Approvals for FY 25-26 • Strategic Plan FY 20-25 Review and Closeout • Presentation from 2-1-1 San Diego on the First 5 Warm Line • Sunset review of applicable Commission policies 	<p>Chair Montgomery Steppe</p>

If you are planning to attend and need special accommodations, please call Karen Hays at (858) 285-7720 at least three days in advance of the meeting.

Pursuant to Government Code section 54957.5, written materials distributed to the Commission in connection with this agenda less than 72 hours before the meeting will be made available to the public at 9655 Granite Ridge Drive, Suite 120, San Diego, CA 92123

The next Commission meeting will be on April 16, 2025

Copies of the Commission meeting agenda are provided at all meetings. Support and background documents for the agenda items are available on the Commission's website.

www.first5sandiego.org

C	Non-Agenda eComments Received Supporting Documents The attached are public eComments received by the Commission prior to the 72 hours of posting of the agenda.	Chair Montgomery Steppe
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Action**

Contract #557977 Amendment for the Parent and Public Education/Communication Consulting Services

Overview:

The Dr. Seuss "Talk, Read, Sing Days of Interaction" campaign will be community-driven and educationally designed to promote early childhood development. It will focus on the critical importance of talking, reading, and singing with children ages 0 to 5. By leveraging Dr. Seuss's well-recognized brand, this campaign will encourage parents, caregivers, and educators to engage in activities that build a strong foundation for future literacy skills.

This partnership will allow First 5 to leverage the Dr. Seuss Foundation's literacy-focused mission and brand equity to amplify First 5 San Diego's Talk, Read, Sing campaign, promoting early literacy and brain development in children 0-5 years.

The campaign aims to engage parents and caregivers in fun, simple daily interactions that enhance their child's learning, inspired by Dr. Seuss's beloved works and First 5 San Diego's proven strategies.

Staff Recommendation:

- 1) Find 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) Authorize the Executive Director, or her designee, to execute a contract amendment with MIG, Inc., contract #557977 to add up to \$25,000 in funding.
- 3) Increase the FY 2024-25 Operating Budget up to \$25,000 for 24/25 fiscal year.

Fiscal Impact:

A total of up to \$25,000 will be added as an increase to the approved FY 2024-25 Operating Budget. The funds received from the Dr. Seuss Foundation results in no net increase of costs to the First 5 Operating Fund.

**Executive
Director
Arguilez**

<p style="text-align: center;">2 Discussion</p>	<p>2025-2030 Funding Allocations Supporting Documents</p> <p>Overview: The Commission will engage in a discussion on key program related data to help inform future program reductions.</p> <p>In FY 2025, Proposition 10 revenue will be reduced by approximately \$13M and the available program funding will be approximately \$20.5M each year.</p> <p>The funding structure is aligned within each strategic goal area of Health, Learning, Family and Community.</p> <p>The supporting documentation outlines key program data and considerations for programs / initiatives to be discussed:</p> <ol style="list-style-type: none"> 1. Healthy Development Services 2. Learn Well Initiative 3. First 5 First Steps 4. Oral Health Initiative 5. Community Outreach and Public Education <p>Staff Recommendation: Commission to provide input regarding the funding allocations by strategic plan area which will guide the future program allocations for FY 25-30.</p> <p>Fiscal Impact: Not Applicable.</p> <p>Attachment: Item 2-1 Presentation PowerPoint Item 2-2 Written Statement from Commissioner McBrayer Item 2-3 Written Statement from Chair</p>	<p style="text-align: center;">Executive Director Arguilez</p>
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3	Future Agenda Items <ul style="list-style-type: none">• Approval of the Annual Operating Budget for FY 25-26• 5-year Financial Spending Plan FY 25-30• Contract Extension Approvals for FY 25-26• Strategic Plan FY 20-25 Review and Closeout• Presentation from 2-1-1 San Diego on the First 5 Warm Line• Sunset review of applicable Commission policies	Chair Montgomery Steppe
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