

The Shasta Children and Families First Commission
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www.First5Shasta.org

ADVISORY COMMITTEE
Adopted Meeting Minutes – April 13, 2010

Attending Advisory Committee Members:

Barbara Lapp
Jane Nelson
Amy Pendergast
Frank Sauer
Susanna Sibilsky
Tara Swanson

Advisory Committee Members Not Present:

Dorothy Tello

Staff:

Muffy Berryhill
Lillian Brown
Debbie Peel
Linda Wright

Audience:

Harold Carlson, Shasta Community Health Center

1. Welcome/Introductions

Muffy Berryhill called the meeting to order and invited attendees to introduce themselves.

2. Public Comment

Harold Carlson, Shasta Community Health Center (SCHC), related that SCHC is currently involved in the Reach Out and Read Program. The program gifts books to children, 6 months to 5 years old, when they receive a well child visit with their pediatrician.

3. Approval of February 9, 2010 Advisory Committee Minutes

The Committee reviewed the minutes from February 9, 2010. The minutes were unanimously approved.

4. SCFFC Meeting

a. Report from February 24, 2010 SCFFC meeting

- The Commission approved the appointment of Advisory Committee Member, Amy Pendergast, to the SCFFC Program Committee.

- The Commission approved two changes to the Personnel Policy. One change allows staff to transfer sick leave to vacation time. Additionally, position alignment with County of Shasta benchmark positions will occur annually, including for employees who have completed the final step of their salary range.
- The Commission authorized the release of the Early Mental Health Initiative Request for Applications.
- The Commission discussed Governor's Schwarzenegger's Budget Proposal to divert Proposition 10 funding.

b. Report from March 24, 2010 SCFFC meeting

- A public hearing was held to present the First 5 California 2008-09 Annual Report.
- A public hearing was held to present a draft of the First 5 Strategic Plan, 2010-19.
- The Commission adopted the First 5 Shasta Strategic Plan, 2010-19.
- The Commission authorized the reclassification of the Associate Director position to that of Program and Evaluation Coordinator.

c. Appoint Committee Member to attend April 28, 2010 SCFFC Meeting

No committee member is available to attend the April 28, 2010 SCFFC Meeting.

5. Discuss Plans for 2010-11 and 2011-12 Education and Outreach Workplans

Debbie Peel announced there is a proposed budget of approximately \$65,000 which may be utilized for Education & Outreach "Community Awareness Partnerships" and "Outreach Sponsorships." Peel passed out a copy of the First 5 Shasta Proposed Indicators for Strategic Plan Outcome Objectives (copy of handout on file). She then related that the aforementioned projects would concentrate on "Goal 3" and asked for feedback from the committee. Conversation ensued in which the committee suggested that the focus be on hard- to- reach populations, such as the homeless and geographically isolated. Additionally, suggestions were made to narrow the focus by developing a multi-year plan for Partnerships and selecting a particular topic for the focus each year. Peel explained that a fair and competitive approach is sought to award funds. She then asked for additional feedback from the committee. The committee suggested that a contacts' database of organizations/groups/agencies, active in outreach or service to the target population, be developed. The committee also recommended that First 5 Shasta broadcast a call for Letters of Intent for the Partnerships and for the Sponsorships.

6. Receive Update on *Week of the Young Child*, April 10-17, 2010

Debbie Peel provided the committee with Shasta County event calendars for *Week of the Young Child*, which began April 10, 2010, and will run through April 17, 2010 (copy of calendar on file). Peel stated that 13,000 calendars, which list 25 unique events, had been distributed throughout Shasta County. First 5 Shasta provided \$250 mini-grants to WOYC event participants.

7. Discuss Future Direction of Special Opportunity Grants

Muffy Berryhill reminded the committee of a discussion held in June 2009 regarding Special Opportunity Grants, in which the committee recommended identifying specific objective(s) and specific population(s) for focus. Berryhill stated that the next round of Special Opportunity funding tentatively could focus on Goal 2 Objectives and perhaps on specific Indicators. She then remarked that even though Oral Health, Tobacco Cessation, and Literacy would most likely be covered by other programs, Special Opportunity Funding could still be directed to those objectives. Obesity, Physical Health Services, and Screening for Special Needs would not be covered by other programs. Berryhill further stated that the Special Opportunity funding for 2010-11 would be approximately \$107,000, and may consist of one round in either Fall or Winter 2010. When she explained that time constraints on staff precluded two rounds of funding, the committee concurred. Berryhill suggested that 2 to 3 contracts, between \$30,000 and \$50,000 each, could be awarded. Berryhill then asked the committee for further recommendations for direction of Special Opportunity Grants. A lengthy discussion ensued. Amy Pendergast and Jane Nelson expressed concern that the higher grant amount would preclude smaller groups from applying. Tara Swanson agreed. It was suggested that funding start at \$8,000. Frank Sauer remarked he would like the focus to be on literacy or reducing obesity, as both impact the whole family. Susanna Sibilsky recommended that Special Opportunity Grant applicants be able to reapply for further funding if the program is successful. Pendergast favored listing all of the Goal 2 indicators and then asking applicants to focus on one or two of them. The committee recommended funding two grants up to approximately \$10,000 each, and two grants up to approximately \$40,000 each.

8. Consider Recommendations of Members to the First 5 Shasta Advisory Committee

Muffy Berryhill stated that approximately 100 invitations were distributed, via email, seeking applications to the Advisory Committee. Five applications were received. Berryhill distributed a summary of the applicants' qualifications (copy of handout on file). The committee unanimously voted to recommend the five applicants for Commission consideration of appointment to the Advisory Committee.

9. Director's Report

Muffy Berryhill stated that she will be a presenter at the Women's Fund Community Forum, entitled "Education – What Really Matters." The forum will be held Wednesday, April 20, 2010, at the Redding Library.

10. Reports from Committee Members

Barbara Lapp reported that, according to the April 5th Early Childhood Network newsletter, the California Democratic Party is planning to eliminate pre-kindergarten education from its platform.

Frank Sauer volunteered to be on the Early Mental Health RFA Review Team, which is scheduled to convene on May 10, 2010.

Meeting adjourned at 3:30 p.m.

Respectfully submitted by:

Lillian Brown, Office Assistant