



## California Children and Families Commission Meeting

January 25, 2018

### Agenda Item 1 – Opening Remarks

George Halvorson called the meeting to order at 10:00 a.m.

Commissioners Present: George Halvorson  
Joyce Iseri  
Alejandra Campoverdi  
Muntu Davis  
Shana Hazan  
Lupe Jaime

Commissioners Absent: Conway Collis

Ex Officio Member Present: Jim Suennen

Announcements: Chair Halvorson discussed Nadine Burke Harris’s new book “The Deepest Well.”

Chair Halvorson asked Commissioners if there were any items that presented a conflict of interest. There were none.

### Reports:

#### **First 5 California (F5CA) Executive Director – Camille Maben**

- Personnel – Sierra Losh, Director, Fiscal Services, is leaving F5CA for a promotional opportunity.
- Quality Counts California (QCC) – The Consortium is meeting in March. A new website and logo are going to be released at the April 2018 Child Health, Education, and Care Summit.
- Statewide Training and Technical Assistance – In collaboration with WestEd, F5CA staff are continuing to engage local quality rating and improvement system (QRIS) consortia

**California Children and Families Commission**

2389 Gateway Oaks Drive, Suite 260, Sacramento, CA 95833 • TEL 916/263-1050 • FAX 916/263-1360 • [WWW.CCFC.CA.GOV](http://WWW.CCFC.CA.GOV)

to build capacity, develop a statewide coach certification, implement a trainer approval process, and provide family engagement training.

- Dual Language Learner (DLL) Pilot – Staff are working with the American Institutes for Research to plan the landscape study for the DLL Pilot.
- First 5 IMPACT/QCC Evaluation – Evaluation related to First 5 IMPACT and QCC is continuing. The QCC Evaluation Workgroup meeting is in January. F5CA is considering a more focused process to contract with organizations experienced in evaluation of QRIS. A summary of findings on the implementation phase will be presented at the April 2018 Commission meeting. Staff continue to work with staff of the ECE Workforce Registry to define key features and future use.
- Government Affairs – F5CA is looking to the future, and how to build even stronger advocacy capacity for the First 5 Movement in California.
- 2018 Child Health, Care, and Education Summit – The Summit is taking place April 10–12. Ms. Maben discussed the Summit sponsors and speakers, and what attendees can expect.

**DISCUSSION:** None

**PUBLIC COMMENT:** None

#### **First 5 Association of California Executive Director – Moira Kenney**

- Ms. Kenney gave a presentation on the process and progress of building a Network Strategy for First 5. The presentation focused on how First 5 can be one strong voice for children and their families.

**DISCUSSION:** Commissioners agreed that this work is important and well done.

**PUBLIC COMMENT:** None

#### **Advisory Committee Reports – Commissioners**

- Research and Evaluation – Vice Chair Iseri reported that work is continuing on evaluations of programs, and that she is confident new evaluations will be successful under the direction of David Dodds.
- Fiscal – Vice Chair Iseri reported they discussed the fiscal plan and that Sierra Losh will cover the information they discussed during the Fiscal Report.

- Program – Commissioner Hazan reported Ms. Maben covered what was discussed during her Executive Director report.
- Legislative – Chair Halvorson reported the committee met several times. F5CA is involved with multiple bills and the work F5CA is doing is going well.
- Executive – Chair Halvorson stated the committee met and had nothing to report.
- Public Education and Outreach – Commissioner Campoverdi reported that the main discussion was around extending the current media contract.

**DISCUSSION:** None

**PUBLIC COMMENT:** None

### **Agenda Item 2 – Public Comment**

Chair Halvorson opened the floor for public comment.

**DISCUSSION:** None

**PUBLIC COMMENT:** Daphne Macklin, Coalition of California Welfare Rights Organizations, Inc., discussed free blood lead screenings for children.

### **Action Items 3 – Consent Calendar**

The Commission considered approval of the consent calendar as detailed on the agenda.

**MOTION/ACTION:** Commissioner Davis moved the Commission approve the consent calendar. The motion was seconded by Commissioner Hazan.

**DISCUSSION:** None

**PUBLIC COMMENT:** None

**VOTE:** The motion was approved by a unanimous vote of the Commission.

### **Action Item 4 – State and Federal Budget and Legislative Update**

Erin Gabel, Deputy Director, External and Governmental Affairs Office, provided an update on the revised F5CA Children’s Policy Agenda, year two of the 2017–18 State Legislative Session, the release of the Governor’s 2018–19 Proposed Budget, bills being followed by F5CA, and federal policy engagement activities.

**MOTION/ACTION:** No action was taken on this item.

**DISCUSSION:** A brief discussion occurred regarding why there was decrease in non-CalWORKs child care and preschool slots.

**California Children and Families Commission**

2389 Gateway Oaks Drive, Suite 260, Sacramento, CA 95833 • TEL 916/263-1050 • FAX 916/263-1360 • [WWW.CCFC.CA.GOV](http://WWW.CCFC.CA.GOV)

**PUBLIC COMMENT:** None.

**Action Item 5 – First 5 Public Relations Capacity Building**

Erin Gabel, Deputy Director, External and Governmental Affairs Office, discussed strategies to continue expanding the Commission and First 5 counties' capacity to achieve their public policy and advocacy goals, and the Commission's overarching mission. The Commission was asked to approve a three-prong public relations strategy that includes public relations work, a contract(s) for data communications tools, and funding for First 5 County Commission Town Hall Events and advocacy tools.

**MOTION/ACTION:** Commissioner Jaime moved the Commission approve:

1. Authorization for up to \$2 million over a two-year period to enter into a contract with a public relations firm.
2. Authorization for up to \$600,000 over a two-year period to enter into a data communications contract(s) on up to five priority Children's Policy Agenda goals.
3. Authorization for up to \$100,000 to continue F5CA's sponsorship of First 5 County Commission Town Hall events and advocacy tools.

The motion was seconded by Commissioner Davis.

**DISCUSSION:** Commissioner Hazan asked if current contracts would overlap with a new public relations contract. Ms. Gabel explained the contracts would not overlap, but send a consistent message to different audiences. Commissioner Jaime asked how much money had been allotted for County Commission Town Hall events in the past. Ms. Gabel replied that it was up to \$8,000 per Town Hall. She continued to explain that several counties came in under \$8,000, and others were over that amount and brought in funding partners to make up the difference. Commissioner Jaime discussed the success of the Town Halls that were held. Vice Chair Iseri asked about addressing the challenge of tight timelines the counties faced. Ms. Gabel explained that tight timelines are a part of the process due to the legislative schedule and that F5CA will work with counties.

**PUBLIC COMMENT:** Ms. Kenney stated the Association will not contract with a public relations firm because they have hired a Communications Director. The Association and Ms. Gabel's team will work together to ensure messaging is consistent. Tammi Graham, Executive Director, First 5 Riverside, reported on the success of her county's Town Hall event.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

### **Action Item 6 – Media Contract Extension**

Frank Furtek, Chief Deputy Director and Counsel, and Jamiann Collins-Lopez, Information Officer, Communications Office, discussed extending the current media contract with Fraser Communications for three years at the reduced cost of \$60,235,763.40 starting June 9, 2018, through June 8, 2021.

**MOTION/ACTION:** Commissioner Campoverdi moved the Commission approve an extension of the current media contract with Fraser Communications for three years at the reduced cost of \$60,235,763.40 starting June 9, 2018, through June 8, 2021. The motion was seconded by Commissioner Davis.

**DISCUSSION:** Commissioners were impressed with the work that has been achieved in partnership with Fraser Communications and were supportive of continuing the work.

**PUBLIC COMMENT:** None

**VOTE:** The motion was approved by a majority vote of the Commission 5–0. Commissioner Hazan left the meeting prior to the vote.

### **Action Item 7 – Fiscal Year 2016–17 Annual Report**

Ms. Maben requested approval of the Fiscal Year 2015–16 Annual Report.

**MOTION/ACTION:** Commissioner Davis moved the Commission approve First 5 California’s Fiscal Year 2016–17 Annual Report and its submission to the Governor, the Legislature, and county commissions, as required by statute. The motion was seconded by Vice Chair Iseri.

**DISCUSSION:** Commissioner Davis suggested including future endeavors in the next annual report.

**PUBLIC COMMENT:** None

**VOTE:** The motion was approved by a unanimous vote of the Commission.

### **Information Item 8 – Financial Update**

Sierra Losh, Director, Fiscal Services Office, provided a financial update of F5CA funds, including updates on revenue and fiscal mapping to the Strategic Plan.

**DISCUSSION:** There was a brief discussion around E-cigarettes and marijuana funding.

**PUBLIC COMMENT:** None

**Information Item 9 – Annual Strategic Plan Update: 2017 Stakeholder Survey**

Camille Maben, Executive Director, reported on progress made to date on implementation of the F5CA Strategic Plan as reflected in the results of the 2017 Stakeholder Survey. Ms. Maben stated there will not be an implementation survey next year, but instead, a stakeholder survey will be sent to obtain input and feedback for creating the new Strategic Plan.

**DISCUSSION:** Commissioners commented on looking forward to working on the new Strategic Plan for 2019.

**PUBLIC COMMENT:** None

**Action Item 10 – Adjournment**

**MOTION/ACTION:** Vice Chair Iseri moved for adjournment of the Commission Meeting. The motion was seconded by Commissioner Campoverdi.

**DISCUSSION:** None

**PUBLIC COMMENT:** None

**VOTE:** The motion was approved by a unanimous vote of the Commission.

**Chair Halvorson adjourned the meeting at 3:30 p.m.**

The next scheduled Commission meetings are April 25 and 26, 2018, in Sacramento.