



**Committee Members:** George Halvorson, Shana Hazan, Jackie Majors, and Kris Perry  
**Executive Director:** Camille Maben

**January 22, 2020, Public Education and Outreach  
Advisory Committee Meeting Agenda  
2:00 p.m. to 4:00 p.m. or until adjourned**

First 5 California  
2389 Gateway Oaks, Suite 260, Room 225  
Sacramento, California 95833

Jewish Family Service – Turk Family Center  
8804 Balboa Avenue, Room 109  
San Diego, California 92123

**Item 1 – Opening Remarks**

- Call to order
- Roll Call
- Announcements

**Presenter(s):** C. Maben, Executive Director

**Item 2 – Public Comment**

Members of the public may speak for up to three minutes on any matter concerning the Committee, with the exception of items appearing elsewhere on this agenda or items related to pending judicial, administrative litigation, or personnel matters. No action by the Committee may be taken.

**INFORMATION ITEMS**

The following are information items, and no action will be taken by the Committee.

**Item 3 – First 5 California Branding**

Staff will present updated First 5 California rebranding examples to lead discussion and review. Commissioners and First 5 Network members will participate in a moderated focus group discussion on rebranding led by independent moderator.

**Item 4 – Adjournment**

The Committee may announce a recess during the meeting, depending on the length of the discussions. The order in which agenda items are considered may be subject to

change. Depending on the time available and the orderly management of proceedings, the Committee may order adjournment (recess or postponement) of any noticed meeting, to be continued to the next day, another specific date or time, or to the next business meeting, as appropriate. Any such adjournment will be noticed at the time the order of adjournment is made (Government Code §§11128.5, 11129).

Public comment is taken on each agenda item. If an individual wishes to speak, that person is asked to place his/her name on the sign-in list. Prior to making comments, the individual is asked to state his/her name for the record and identify any group or organization represented. Depending on the number of individuals wishing to address the Committee, the Executive Director may establish specific time limits on public comments and presentations.

If presenters intend to provide slide decks, exhibits, or handouts to the Committee members and would like First 5 California to distribute them to the Committee members and to the public in attendance at the meeting, electronic copies should be provided to Kathy Ellis at least seven (7) days prior to the scheduled meeting.

Supplemental materials for this meeting are posted on First 5 California's website at [www.cafc.ca.gov](http://www.cafc.ca.gov). Any person who wishes to request this notice or other meeting materials in an alternative format, requires translation services, or needs any disability-related modification or accommodation, including auxiliary aids or services which would enable that person to participate at the meeting, must make that request at least seven (7) days prior to the meeting date to:

Kathy Ellis  
First 5 California  
2389 Gateway Oaks Drive, Suite 260  
Sacramento, CA 95833  
[kellis@cfc.ca.gov](mailto:kellis@cfc.ca.gov)  
916-263-1065; fax 916-263-1360