



Chair: George Halvorson

Vice Chair: Molly Munger

Commissioners: Mayra Alvarez, Muntu Davis, Monica Fitzgerald, Shana Hazan,
Jackie Majors

Ex Officio Member: Kris Perry, Designee of Secretary Health and Human Services
Agency

Executive Director: Camille Maben

This meeting will only be held via Zoom.

<https://first5.zoom.us/j/98975795846>

Telephone: 877-853-5257 or 888-475-4499

Webinar ID: 989 7579 5846

Public comment will be available through the “Raise Hand” function, and will require computer audio with speakers and a microphone. If you experience technical difficulties during the meeting, please send an e-mail to info@ccfc.ca.gov.

August 19, 2020, Meeting Agenda

10:00 a.m. to 4:00 p.m. or until adjourned

Item 1 – Opening Remarks

- Call to order
- Roll Call
- Announcements
- Reports – No action will be taken by the State Commission on these items.
 - First 5 California Executive Director
 - First 5 Association of California Executive Director
 - Advisory Committees

Item 2 – Public Comment

Members of the public may speak for up to three minutes on any matter concerning the State Commission, 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 State Commission may be taken.

California Children and Families Commission

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ACTION ITEMS – CONSENT CALENDAR

Item 3– Consent Calendar

Items on the consent calendar are to be considered routine and will be enacted by one motion followed by a vote. There will be no separate discussion of these items unless the Commission, audience, or staff request specific items be removed from the consent calendar for separate discussion and action. Any agenda item removed will be voted upon following the motion to approve the consent calendar.

3a Approval of the following Commission Meeting Minutes:

April 13, 2020 – Emergency Commission Meeting
April 23, 2020 – Regular Commission Meeting
May 15, 2020 – Emergency Commission Meeting
May 22, 2020 – Continuation of May 15 Emergency Commission Meeting

3b Agreement Ratifications

Ratifications of agreements executed by the Executive Director under existing statutory or Commission authorization.

INFORMATION ITEMS

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

Item 4 – Financial Update

Staff will provide an update on the Commission’s financial status.

ACTION ITEMS – REGULAR AGENDA

Protocol for action items includes staff presentations, questions from the State Commission, public input, deliberation, and voting by the State Commission. There will be a three-minute per person time limit during public comment.

Item 5 – Mass Media Communications and Public Relations Contract

Staff will request approval to release a Request for Proposal for up to \$67 million for a new mass media and public relations contract designed to reach California's low-income and hard-to-reach families and educate all California parents and caregivers about the healthy development of children ages 0 to 5, and to create a statewide campaign to influence public and policy maker awareness around children's issues.

Lunch Break – Open session will adjourn for a lunch break.

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ACTION ITEMS – REGULAR AGENDA – CONTINUED

Protocol for action items includes staff presentations, questions from the State Commission, public input, deliberation, and voting by the State Commission. There will be a three-minute per person time limit during public comment.

Item 6 – Shared Services Alliances for Small Early Learning and Care Settings

Staff will request a reallocation of \$1,500,000 from IMPACT 2020 evaluation funds to support Shared Services Alliances, which is a post-COVID strategy to strengthen small early learning and care settings by supporting them to become financially sound and more efficient, and allowing them to offer high-quality opportunities to children and families.

Item 7 – Investing in Workforce Development and Support

Staff will request a reallocation of \$1,000,000 from IMPACT 2020 evaluation funds to develop online content for the early childhood field to increase access, capacity, and a variety of professional development opportunities to expand workforce knowledge and skills.

INFORMATION ITEMS – CONTINUED

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

Item 8 – Home Visiting Workforce Study: COVID-19 Preliminary Findings

Child Trends will provide information about the first period of data collection with home visitors and families about the impact of COVID-19 on home visiting.

Item 9 – Local First 5 Strategies to Serve the State’s High Promise Children and Families

First 5 County Commission staff will provide an overview of local services and supports for vulnerable children and their families in the areas of early learning and care, child health, and family strengthening.

Item 10 – State and Federal Budget and Legislative Update

Staff will update the Commission on state and federal budget and legislative activity.

Item 11 – Adjournment

The Commission may announce a recess for lunch 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

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proceedings, the Commission 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 use the “Raise Hand” function in Zoom. 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 Commission, the Chair may establish specific time limits on public comments and presentations.

If presenters intend to provide slide decks, exhibits, or handouts to the Commissioners and would like First 5 California to distribute them to the Commissioners and to the public in attendance at the meeting, electronic copies should be provided to Jaime Hastings 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.ccfc.ca.gov no later than the Monday preceding the meeting. 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:

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