



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

**September 16, 2019, Public Education and Outreach
Advisory Committee Meeting Agenda
10:00 a.m. to 12:00 p.m. or until adjourned**

Committee members will participate by Zoom and telephone at the locations listed below. The public may attend in person at any location.

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

California Health and Human Services Agency
600 9th Street, Suite 460
Sacramento, California 95418

Jewish Family Service – Turk Family Center
8804 Balboa Avenue, Room 167
San Diego, California 92123

Crystal Stairs
5110 W. Goldleaf Circle, 3rd Floor Conference Room
Los Angeles, California 90056

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.

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

INFORMATION ITEMS

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

Item 3– First 5 California and First 5 Network Branding

Staff will discuss the possibility of creating a First 5 Network brand and implications for First 5 California branding.

Presenter(s): E. Gabel, Deputy Director of External and Governmental Affairs

Item 4 – Online Parent Guide

Staff will present an overview of the online Parent Guide, which will be located on the Parent Website.

Presenter(s): C. Maben and V. Syphax, Information Officer

Item 5 – Efforts to Connect with Low-Income, Diverse, and Hard-to-Reach Populations

Staff and Fraser Communications will provide a revised view of the FY 2019–20 media plan to highlight low-income, diverse, and hard-to-reach populations.

Presenter(s): C. Maben and J. Collins-Lopez, Information Officer

Item 6 – Adjournment

The Committee 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 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. 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
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916-263-1065; fax 916-263-1360