

FIRST 5 COMMISSION OF SAN DIEGO
1495 Pacific Highway, Suite 201 MS A-211
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(619) 230-6460

Commissioners Present:

Dianne Jacob, Chairwoman
Carol Skiljan, Vice Chair
Sandra McBrayer, Secretary
Nick Macchione
Dr. Wilma Wooten

Staff Present:

Barbara Jiménez, Executive Director
Grace Young, Contracts & School Readiness Program Manager
Lynn Eldred, Program & Evaluation Manager
Martin Cherry, Operations Manager
David Smith, Sr. Deputy County Counsel
Tale Halse, Policy Advisor

Minutes for April 5, 2010

Call to Order and Introductions

Chairwoman Jacob called the meeting of the First 5 Commission of San Diego to order at 2:02 p.m.

Approval of Commission Meeting Minutes – March 8, 2010

ON MOTION OF Commissioner Macchione, seconded by Commissioner Wooten, the Commission approved the minutes of March 8, 2010.

AYES: Jacob, Skiljan, Macchione, Wooten,
ABSENT: McBrayer
ABSTAIN: None
NOES: None

Opportunity for Public Comments

No public comments received.

Commissioner Recusal Reminder

Chairwoman Jacob reminded the Commissioners to recuse themselves from voting on any agenda item that has a real or perceived conflict of interest.

1. Acceptance of the FY 2008-09 First 5 California Annual Report

ON MOTION OF Commissioner Skiljan, seconded by Commissioner Wooten, the Commission

- 1) Continued the Public Hearing from March 8, 2010.**
- 2) Received no public comment**
- 3) Accepted the Annual Report of First 5 California for Fiscal Year 2008-09**
- 4) Authorized the Executive Director to submit public comment, if any, to the State Commission**
- 5) Closed the Public Hearing**

AYES: Jacob, Skiljan, Macchione, Wooten
ABSENT: McBrayer
ABSTAIN: None
NOES: None

*Commissioner McBrayer arrived at this time.

Consent Calendar

ON MOTION OF Commissioner Macchione, seconded by Commissioner Skiljan, the Commission approved formation of the consent calendar with items 2, 3 and 5 approved on consent.

AYES: Jacob, Skiljan, McBrayer, Macchione, Wooten
ABSENT: None
ABSTAIN: None
NOES: None

2. **Text-4-Baby**

ON MOTION OF Commissioner Macchione, seconded by Commissioner Skiljan, during the formation of the consent calendar, the Commission:

1) Found that the proposed Text4Baby outreach and marketing campaign is consistent with the Commission’s Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.

2) Authorized the Executive Director or her designee to negotiate and execute a contract with San Diego County Medical Society Foundation, as fiscal sponsor, for up to \$82,500 through December 31, 2011.

AYES: Jacob, Macchione, Skiljan, Wooten, McBrayer
ABSENT: None
ABSTAIN: None
NOES: None

3. **SB 1109**

ON MOTION OF Commissioner Macchione, seconded by Commissioner Skiljan, during the formation of the consent calendar, the Commission took a position of opposition on SB 1109, directed Commission staff to draft a letter of opposition and submit it to the Senate Health Committee Chair by Wednesday, April 7, 2010 for inclusion in the committee’s analysis of the bill.

AYES: Jacob, Skiljan, McBrayer, Wooten, Macchione
ABSENT: None
ABSTAIN: None
NOES: None

4. **Emerging Critical Need: Healthcare Access Initiative (HCA)**

Executive Director Jiménez reported that significant changes in the state and local healthcare access scenarios have occurred since the Commission’s strategic planning process was completed. As a result of the State budget reduction and the shifting economic landscape, staff is recommending that the Commission approve the contract extension for Healthcare Access under the category of Emerging Critical Needs. These contracts are scheduled to end on June 30, 2010. Staff is also recommending adding an additional year to match our Emerging Critical Needs policy maximum funding authorization.

Michael Carr, Executive Director of SAY San Diego and Barbara Mannino from Vista Community Clinic, spoke in support of the Healthcare Access Initiative (HCA).

Commissioner Macchione thanked staff and the Healthcare Access providers for the exceptional job they are doing in the community by linking children and pregnant woman to preventive healthcare. He spoke in support of the Healthcare Access initiative, and mentioned that this is one of the First 5 initiatives that stand out for its outcomes.

ON MOTION OF Commissioner McBrayer, seconded by Commissioner Macchione, the Commission

1) Found that the proposed contract extension for the Health Access Initiative is consistent with the Commission’s Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.

2) Acted on two option years (FY 2010-11 and FY 2011-12) and added an additional option year (FY 2012-13).

3) Received and approved the recommendations from the Commission staff to extend the current Healthcare Access Initiative and authorized the Executive Director or her designee to negotiate and execute a contract with the below listed 6 organizations for up to \$9,262,614 as a project length budget for FY 2010-11 through FY 2012-13 for the Healthcare Access initiative.

	FY 2010-11	FY 2011-12	FY 2012-13	Total Funding
Home Start, Inc. (South)	\$748,743	\$748,743	\$748,743	\$2,246,229
Neighborhood Healthcare (East)	\$352,369	\$352,369	\$352,369	\$1,057,107

North County Health Services (North Inland)	\$465,782	\$465,782	\$465,782	\$1,397,346
SAY San Diego, Inc. (North Central)	\$267,645	\$267,645	\$267,645	\$802,935
SAY San Diego, Inc. (Central)	\$822,575	\$822,575	\$822,575	\$2,467,725
Vista Community Clinics (North Coastal)	\$430,424	\$430,424	\$430,424	\$1,291,272
Total	\$3,087,538	\$3,087,538	\$3,087,538	\$9,262,614

This approval obligated funds for three years from funds designated for Emerging Critical Needs:

- Up to \$3,087,538 was approved for FY 2010-11 from that year's budget
- Up to \$3,087,538 was approved for FY 2011-12 from that year's budget
- Up to \$3,087,538 was approved for FY 2012-13 from that year's budget

AYES: Jacob, Skiljan, Macchione, McBrayer, Wooten
ABSENT: None
ABSTAIN: None
NOES: None

5. Policy Reimbursement of Expenses

ON MOTION OF Commissioner Macchione, seconded by Commissioner Skiljan, during the formation of the consent calendar, the Commission:

1) Approved policy F5C-023 Reimbursement of Expenses, and set the sunset review date of April 2013

AYES: Jacob, Skiljan, Macchione, McBrayer, Wooten
ABSENT: None
ABSTAIN: None
NOES: None

6. Presentation from 211 San Diego

John Ohanian, CEO of 211 San Diego, gave a presentation on 211's outcomes as a result of Commission funding.

Discussion:

- Commissioner McBrayer raised concerns that the data that was presented to the Commission was calendar year data and not fiscal year data. She requested that the data in the presentation match the fiscal year funding as approved by the Commission.
- By Consensus, the Commission stressed the need to have more information in order to make an informed decision on the requested contract amendment.
- The Commission stressed the need to ensure that First 5 dollars are making a difference in the lives of children 0 to 5 and pregnant women.

Staff was directed to provide additional information on:

- Outcomes of funding given to 211 for Capacity Building for Fund Development including an overview of pending legislation and Public Utilities Commission funding.
- Reporting "call data" and "contract outcomes" by fiscal year rather than calendar year.
- Contractual outcomes for funding that has been given to 211 to ensure that our funding is really going directly to impact families and pregnant women.
- Solid outcomes on whether the target population receiving referrals were connected to the services they needed.
- Contract changes or recommendations that would improve the outcomes for the requested amendment.
- Results of 211's Customer Satisfaction Survey.

7. Information and Referral Services Contract Amendment

Based on the presentation provided in item #6, the Commission continued this item to the May 3, 2010 meeting.

Staff will research and provide additional information at the next Commission meeting on May 3, 2010.

ON MOTION OF Commissioner McBrayer, seconded by Commissioner Wooten, the Commission decided to continue this item to its May 3, 2010 meeting.

AYES: Jacob, Skiljan, Macchione, McBrayer, Wooten
ABSENT: None
ABSTAIN: None
NOES: None

8. National Children's Study

The Commission was provided with a written update on the National Children's Study. In addition, Commissioner Wooten reported that the National Children's Study is the largest child health study ever conducted in the United States. It will follow 100,000 children from before birth to age 21 to identify genetic and environmental factors that contribute to health disorders and other childhood and adulthood conditions.

Commissioner Macchione acknowledged Commissioners McBrayer and Wooten for serving on the National Children's Board.

9. TPAC Report

Commissioner Skiljan reported that TPAC received presentations on key indicators from the Report Card on Children and Families 2009, and the 2008 Status of Children 0 – 5 Report at its March 15th meeting. She mentioned that TPAC discussed which at-risk population should be considered a priority for the Commission's new home visitation strategy. The consensus among TPAC members was that the target population should be identified based on individual risk factors, rather than focus on specific geographic areas. The two priority risk factors identified by TPAC are: low income, and pregnant and parenting teens. TPAC will be discussing evidence based models at their next meeting. The goal is to have a recommendation for the May 3, 2010 Commission meeting.

10. Finance Committee Report Including the FY 2010-11 Budget First Review

The Chair of the Finance Committee, Fred Baranowski, gave an update on the Commission's financial status as of February 28, 2010, including the year-to-date Balance Sheet. These documents were reviewed by the Finance Committee at its March 23, 2010 meeting.

Staff member Cherry gave a presentation on the FY 2010 -11 Operating Budget and the updated version of the 10-Year Financial Spending Plan. Commission staff was directed to report at the next Commission meeting the percentages of the FY 2010-11 Emerging Critical Needs funding that the Commission has already allocated to Family, Health, and Learning initiatives.

11. Executive Director Monthly Report

The Commission was provided with a written status report of Commission activities including pertinent updates on current projects and contracts.

Executive Director Jiménez reported that she continues to work with the First 5 Association and local commissions on conflict of interest requirements.

In response to the Commission's request, staff is exploring the possibility of utilizing local universities and community college departments in developing future public awareness campaign elements. She mentioned that approximately 60% of the total contract for the parent and public education campaigns is for media purchase.

Executive Director Jiménez reported that the current balance of FY 2009-10 of the Emerging Critical Needs funding is a little over \$2 million with zero pending requests.

A preview of four (4) new Public Service Announcements (PSA) highlighting Oral Health and Positive Parenting were shown to the Commission. The PSAs will be aired to the public starting next fiscal year as part of two new campaigns.

12. Future Agenda Items

- ◆ Approval of the FY 2010-11 Budget and 10-Year Financial Spending Plan
- ◆ Policy Revision: F5C-020 Guidelines for Human Subjects Protection and Data Security for Research and Evaluation Activities
- ◆ School Readiness Program Contract Amendments

- ◆ Update on Targeted At-Risk Home Visiting

13. Adjournment

Chairwoman Jacob adjourned the meeting of the Commission at 3:33 p.m. to reconvene on May 3, 2010.

Respectfully submitted for your review and approval:

Notes by: Rosa Lemus

Sandra McBrayer

Date