

FIRST 5 LA
SUMMARY ACTION MINUTES
Commission Meeting
April 8, 2004

COMMISSIONERS PRESENT:

Commissioners:

Renatta Cooper
Neal Kaufman
Elizabeth Lowe
Marvin Southard
Maria Veloz (**Vice Chair**)

Ex-Officio Commissioners:

Chuck Hurewitz
Jacquelyn McCroskey
Matt Rezvani
Deanne Tilton

ABSENT:

Commissioners:

Jane Boeckmann
Jonathan Fielding (**Alternate**)
Don Knabe (**Chair**)
Carolyn Wilder

STAFF:

Evelyn V. Martinez, Executive Director
Casey Beyer, Director of Government Affairs
Lisa Brabo, Director of Grants Management
John Gonzalez, Director of Finance
Armando Jimenez, Director of Research & Evaluation
Marilyn M. Morton, Director of Management Services
Teresa Nuno, Director of Planning & Development
Maria Romero, Executive Assistant

LEGAL COUNSEL:

Craig Steele, Attorney-at-Law

COMMISSIONERS ABSENT:

CALL TO ORDER / ROLL CALL

1. Vice Chair Maria Veloz called the meeting to order at 1:34 p.m.

CONSENT CALENDAR: (Items 2 – 3)

2. Approval of Meeting Minutes from the March 11, 2004 Commission Meeting
3. Approval of Monthly Financials

M/S (Renatta Cooper / Neal Kaufman)

APPROVED AS RECOMMENDED

COMMISSION: (Items 4-10)

4. Announcements by the Chair

RECEIVED

5. Executive Director's Report

RECEIVED AND FILED

Executive Director Martinez announced several staffing changes taking place at the Commission.

- Lisa Brabo joins the Grants Management Department as the Director of Grants Management.

SUMMARY ACTION MINUTES

- Yolanda Bosch joins the Grants Management Department as a Program Officer III.
- Monique Escamilla joins the Data, Research & Evaluation Department as the Administrative Assistant.

In addition to the written report, Executive Director Martinez commented on the following Commission issues.

- **FIRST 5 CALIFORNIA STATE CONFERENCE** – The State Conference for First 5 California will be held in Burlingame (near San Francisco) on April 22-23, 2004. Pre-conference workshops focusing on school readiness will be held at the same location on April 21, 2004. Executive Director Martinez reminded the Commission that she would not be attending the conference due to a previous commitment. First 5 LA was going to be sending a delegation of approximately 15 people representing a diverse group including Directors, Commissioners, staff and volunteers to the conference. Among the Commissioners scheduled to attend were Renatta Cooper, Elizabeth Lowe, Neal Kaufman, and Maria Veloz. Executive Director Martinez also inquired of other Commissioners if they were interested in attending. Although the deadline for registration had past, everything possible would be done to accommodate any requests.
- **MEDIA COVERAGE** - An editorial about First 5 LA Connect appeared in the Los Angeles Times on Wednesday, March 17, 2004. Dr. Neal Kaufman, Commissioner, represented the Commission in an interview with the reporter.

First 5 LA sent out a news release highlighting a Healthy Kids milestone. More than 3000 children are now enrolled in Healthy Kids. Coverage received on KFI, Channel 54 “La Azteca” TV and others. Channel 54 coverage included interviews with First 5 LA’s Laura Ojeda and a family that took advantage of coverage for their 4-year old daughter.

- **OUTREACH** - More than 350,000 brochures on Healthy Kids, First 5 LA Connect and the Safely Surrendered Baby Law have been distributed to stakeholders that have requested them. Word of mouth about First 5 LA’s programs continues to grow.

In recent weeks, more than 8,000 faith-based organizations and more than 3,000 child care providers received a letter and sample brochures about First 5 LA’s programs. Requests for additional materials can be made to First 5 LA’s Communications Department.

First 5 LA had the privilege of attending three grantee events this month: CDI grantee, LA Conservation Corps Playgrounds for Preschoolers program celebrated the grand opening of a beautiful new playground in the City of Commerce; Child Care II grantee, City of Los Angeles Housing Authority held a graduation ceremony for 39 women that completed 12 college credits in the early childhood development field; SRI grantee, Azusa Family Collaborative, opened their Valleydale School Readiness site with Commissioner Renatta Cooper as First 5 LA’s representative.

- **CDI SMALL GRANTS** - CDI Small Grants Funding Guidelines and Applications are available to download at www.first5.org/funding. CDI Small Grants are one-time only grants up to \$25,000 for organizations that have annual operating budgets of \$1 million or less. The purpose of the grants is to build the capacity of organizations to better serve young children and families.

6. Approval of a Strategic Partnership with KCET to Support the Development and Production of a new PBS Program KCEd, “A Place of Our Own,” for an Amount Not to Exceed \$2.3 Million

Commissioner Matt Rezvani provided background information on the proposed strategic partnership between First 5 LA and KCET in the development and production of a new PBS program KCEd, “A Place of Our Own.” This program aims to increase the knowledge and

SUMMARY ACTION MINUTES

improve the quality of care of informal caregivers so that they can be more effective as they care for our youngest children.

The KCEd program would have a significant impact on reaching the goals and objectives outlined in the First 5 LA *Next Five* strategic plan. The program activities will be a key example of the commission's commitment to capacity building through the creation of networks. The wide scope of the program will enable its effectiveness as a hub and as a support to providers and the families that they serve. Further, KCET will help to advance the creation of more localized networks by partnering with key community-based providers to offer training in settings easily accessible to its constituents.

KCEd will also play a key role in fulfilling the vision of the Universal Preschool (UPK) Master Plan. The program will take some of the initial steps in addressing the pressing need to train and educate the workforce that will serve the children in the Universal Preschool system. Workforce development is a long-lasting solution to the various barriers that will need to be addressed in order to offer high-quality preschool to all four-year-olds in Los Angeles County. Further, the quality improvements achieved by the program will not only have an effect on the four-year-olds enrolled in Universal Preschool, but also children from birth through age five being served in early education settings.

M/S (Maria Veloz / Elizabeth Lowe)

APPROVED AS RECOMMENDED

7. Approval of the *Next Five* Strategic Plan

Receive final draft of the *Next Five* Strategic Plan from Morwin, Inc., Strategic Planning Consultant. The *Next Five* Strategic Plan will serve as the road map by which the Commission will continue to plan, develop, implement, and evaluate goals and strategies. With the implementation of this strategic plan, the Commission continues to be committed to learn from and engage the community partners at all levels, including First 5 California (State Commission) and other County Commissions throughout the state.

The strategic planning process took place over the last 12 months. Morwin, Inc., in partnership with First 5 LA, managed and facilitated several meetings to promote an inclusive process in order to obtain optimal input from Commissioners, staff, key stakeholder groups, and the community at large. Each meeting focused on development of a specific aspect of the plan and included:

- Eight Community or "Domain" meetings;
- Three Commissioner Strategic Planning Retreats;
- One staff domain meeting;
- One Planning Committee Meeting; and
- Weekly or biweekly planning team meetings with staff representative of all agency departments to ensure integration.

The result of these meetings and various other workgroups produced the following critical elements that represent the core of the *Next Five* Strategic Plan and demonstrate the outcomes that First 5 LA hopes to achieve in the next five years.

- Vision, Values, and Mission Statements,
- Goal Action Plans for the Commissions three adopted goal areas of Early Learning, Health, and Safe Children and Families.
- Strategy Action Statements and Action Plans for our four cross cutting strategies-- Accountability, Sustainability, Capacity Building and Systems Improvement.

Discussion ensued regarding the stylistic presentation of the strategic plan. Suggestions were made including the incorporation of a chart to reflect the impact on each goal area. In addition, the Commissioners reached a consensus on the need to add objectives to show the future direction of

SUMMARY ACTION MINUTES

the Commission. Further, the Commissioners requested that percentages not be used when referring to resource allocations. Commissioner Kaufman advocated for specific funding language to be incorporated into the plan. Commission Lowe commented that any proposed language changes to the plan just prior to its approval would require further discussion and would delay the approval process.

M/S (Marvin Southard / Renatta Cooper)

APPROVED AS RECOMMENDED

8. Approval of the 20 Recommended Applicants as Outlined in the CDI Small Grants Funding Recommendations Report in the Amount Not to Exceed \$416,084 and Authorize Staff to Negotiate Contracts

M/S (Neal Kaufman / Renatta Cooper)

APPROVED AS RECOMMENDED

9. PRESENTATION: Healthy Births Initiative

Dr. Carolina Reyes, Project Director for the Healthy Births Initiative at Cedars-Sinai Medical Center, presented the findings from the Revised Phase I Final Report. As part of Phase I, Cedars-Sinai Medical Center formed a collaborative known as the Los Angeles Best Babies Collaborative (LABBC), which included their paid and unpaid partners. Cedars-Sinai Medical Center reviewed evidence based research and emerging best practices related to birth outcomes. It implemented an extensive perinatal infrastructure of small networks of perinatal providers across Los Angeles County, known as the Healthy Birth Learning Collaboratives (HBLC), and regularly convened an Advisory Board made up of many perinatal experts and providers. The input from these forums was used to guide and inform the approaches developed by the LABBC for the Commission. The approaches, along with data on birth outcomes, literature review, and assessment of services related to maternal and child health in Los Angeles were submitted in a Revised Final Phase I Report at the end of October 2003.

10. Public Comment

John Agoglia, KCET Channel 28 & LA-UP
Al Jerome, KCET Channel 28
Mary Maizer, KCET Channel 28
Lynn Christen, KCET Channel 28
Ann Barbour, CSU Los Angeles

ADJOURNMENT

The meeting adjourned at 4:17 p.m.

The next Commission meeting is scheduled for:

May 13, 2003 at 1:30 p.m.
Multi-Purpose Room
333 S. Beaudry Avenue, Suite 2100
Los Angeles, CA 90017

Meeting minutes recorded by Maria Romero.