

SUMMARY ACTION MINUTES

APPROVED: 02-11-10

FIRST 5 LA

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Commission Meeting
January 14, 2010

COMMISSIONERS PRESENT:

Commissioners:

Nancy Au
Jonathan Fielding
Neal Kaufman
Alma Martinez
Gloria Molina (Chair)
Marvin Southard (Vice Chair)
Evangelina Stockwell
Carolyn Wilder

Ex-Officio Commissioners:

Duane Dennis
Deanne Tilton

COMMISSIONERS ABSENT:

Commissioners:

Jane Boeckmann (Excused)
Harriette Williams (Excused)

STAFF PRESENT:

Evelyn V. Martinez, Executive Director
Carol Baker, Director of Public Affairs
Yolanda Bosch, Director of Grants Management
& Legal Compliance
Tracey Hause, Finance Director
Armando Jimenez, Director of Research & Evaluation
Teresa Nuno, Director of Planning & Development
Maria Romero, Executive Assistant

LEGAL COUNSEL:

Craig Steele, Attorney-at-Law

CALL TO ORDER / ROLL CALL:

1. Vice Chair Southard called the meeting to order at 1:39 pm. Quorum was present.
2. Election of the Commission Chair

Nominations were opened for the position of Commission Chair. Supervisor Gloria Molina was nominated by Commissioner Kaufman. Nominations were closed by unanimous consensus of the Commissioners present at the meeting.

M/S (Neal Kaufman / Nancy Au)

APPROVED AS RECOMMENDED

3. Election of the Commission Vice Chair

Nominations were opened for the position of Commission Vice Chair. Commissioner Marvin Southard was nominated by newly elected Chair Molina. Nominations were closed by unanimous consensus of the Commissioners present at the meeting.

M/S (Gloria Molina / Neal Kaufman)

APPROVED AS RECOMMENDED

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CONSENT CALENDAR: (Items 4 – 5)

4. Approval of Commission Meeting Minutes – Thursday, November 12, 2009

M/S (Neal Kaufman / Nancy Au) APPROVED AS RECOMMENDED

5. Approval of Monthly Financials – October, 2009 & November, 2009

M/S (Neal Kaufman / Nancy Au) APPROVED AS RECOMMENDED

COMMISSION: (Items 6 – 10)

6. Announcements by the Commission Chair

RECEIVED

Chair Molina welcomed everyone back. She wished everyone a Happy New Year.

Chair Molina commented that she was looking forward to working with everyone this year; and was excited to be here during a year when the Commission was moving in the strategic new direction toward place-based funding.

Chair Molina welcomed Alma Martinez as the new Commissioner representing the First District. Ms. Martinez has over 23 years of public policy experience in working with communities with a background in public relations.

Chair Molina commented that while she understood that an Ad-Hoc Governance Workgroup was currently charged with making recommendations on the Commission's Board structure as well as protocols for the Board, until those recommendations come to the Board for approval at the February meeting, she made the following appointments with the understanding that these appointments may be changed once a new structure is in place:

- **Operation Committee** - Responsible for the operations budget, internal operating policies, and finance matters.

Marvin Southard (in accordance with the by-laws, Vice Chair is the Chair of the Operations Committee)
Evangalina Stockwell
Neal Kaufman
Nancy Au

- **Public Affairs Committee** - Responsible guiding community outreach, marketing, government affairs and communications efforts.

Alma Martinez (Chair)
Deanne Tilton
Harriette Williams

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- LAUP Liaison Workgroup – Responsible for guiding the development of the performance-based contract.

Evangelina Stockwell
Jane Boeckmann
Alma Martinez

- Planning Committee – Responsible for guiding discussion and recommendations to the Commission regarding programs and initiatives.

Carolyn Wilder (Chair)

7. Executive Director's Report

RECEIVED AND FILED

In addition to the written report, the following items were highlighted:

- **State Budget** - The Governor has proposed redirecting \$550 million in Prop 10 revenues from First 5 programs to state programs. Under this proposal, \$308 million would be taken through a one-time takeaway from current year state and local reserves. The proposal would also take 50 percent or \$242 million in new revenues each year for five years, beginning in 2010-11. The redirected Prop 10 revenues will be used to serve children ages 0 to 5 in state programs operated by the Department of Developmental Services and the California Department of Social Services. The Governor also proposed shifting \$55.6 million from First 5 California to fund the Healthy Families Program in 2010-11.

The governor also declared an emergency session of the Legislature to address the \$8.9 billion shortfall remaining in the current fiscal year. The emergency declaration gives lawmakers 45 days to agree on budget proposals. However, there is no penalty if the Legislature fails to perform, although lawmakers are barred from adjourning or considering other issues until they act on the governor's plan. If the governor's proposal to redirect First 5 funding is approved by legislators, it will be placed as a proposition on the June 8th ballot for voter approval.

In response to the Governor's proposal for a ballot initiative to divert First 5 funding, First 5 LA issued a press statement and a press release urging state legislators not to approve such a ballot measure. Letters have also been written to the Los Angeles elected officials delegation. First 5 LA has asked grantees to write letters and contact their elected representatives to urge them not to support a diversion of First 5 funds.

Commissioner Fielding asked that a common set of talking points be developed so that the message is consistent. He also suggested that talking points be shared among other First 5 County Commissions so that, collectively, the message could be stronger.

Commissioner Kaufman inquired about the strategic plan allocations. He recalled that this planning year was defined as "year zero" with the idea that by July, 2010, the Commission would be finished with the planning phase and move toward implementation of the strategic plan. An approach was developed that had various

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timelines and benchmarks. One of the benchmarks was to have the Commission approve proportionate allocations among Commission priorities. Commissioner Kaufman felt it was important for the Commission to set a policy that gave staff guidance on the kinds of programs to be created based on the proportion in each of the different areas. He further stated that he was somewhat confused by staff not coming back to the Commission. Staff would be doing a detailed amount of work at a level of specificity that might end up being inappropriate if the priority areas change.

Executive Director Martinez commented that staff has been meeting on a regular basis. During these meetings, it became apparent that figuring out the cost of the different strategies was challenging because it is still unknown what communities would be selected. Depending on the communities, some communities may need more funding for certain strategies than others. In one of the planning meetings, there was discussion about the general allocations – 60% for place-based, 30% for countywide, 5% for research and evaluation, 5% for operations. These were the general allocations initially discussed. As staff began to review these allocations more closely, it was determined that defining allocations could not be possible without knowing which communities were going to be selected. At this point, it is really difficult to determine an allocation percentage without knowing what communities will be selected and what extent countywide strategies are going to be applied.

Commissioner Kaufman assumed that the discussion regarding percent allocations would be policy based. He thought the Commission had decided to establish a policy that gave staff guidance regarding how allocations would be determined.

Executive Director Martinez commented that staff's interpretation of the discussion that took place at the November Commission meeting was that more finite numbers were to be presented rather than general allocation percentages.

Commissioner Kaufman interpreted that discussion to be for Commissioners to give staff instruction of the proportion of the funding to be allocated toward the different goal areas.

Commissioner Au recalled that it was the intent of Commissioners to provide guidance to the staff on how to begin to put more specificity into the allocation planning process. Her expectation was that the discussion on percentage allocations would be rather general but staff would be given enough direction to go about planning the implementation component of the strategic plan. She also commented that at the planning meeting in October, Commissioners did not feel comfortable endorsing a policy approach regarding allocations without the full Commission being involved.

Commissioner Kaufman said that of importance was how the proportionality of the different investments were to be determined, how the investments were to be subdivided, and what criteria was used to determine the amount of money allocated in a specific community. He felt this was an incremental way of informing the Commission and the public on a major investment over a specified timeline.

Commissioner Au commented that the Commission was self-embracing transparency in terms of the planning process and decision-making in the new strategic planning approach. She felt Commissioners should be more engaging with staff and process oriented.

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Commissioner Southard commented that a vision of the whole plan was needed to get to a level of specificity design that was being requested by Commissioners Kaufman and Au and asked if staff had such a vision. Director Nuno commented that staff had been trying through the Joint Planning Committee meetings to bring components of the plan, incrementally, to create the whole picture of the plan. She reminded Commissioners that a series of conversations would be taking place over the next few months that would allow staff to have the level of detail that is being requested for cost modeling. Since the Commission agreed to use zero-based budgeting, cost modeling was being planned using that approach after getting agreement on the activities in the community and countywide strategies. Once staff receives more clarity from the Commission, a recommendation will be brought forward.

Commissioner Fielding commented that staff should begin to develop a contingency plan for planning based on the assumption that the Governor's budget proposal is approved and First 5 LA funding is reduced. Specifically, what would be the implications of the reduction of revenue in terms of planning.

In order to obtain a policy consensus by the Commission, staff was directed to generate a report with target estimates for potential percentage allocations that are broad with options for discussion and approval at the February Commission meeting. The report should include pros and cons.

8. INFORMATION: Development of the First 5 LA Accountability Framework, FY 2009-2015 Strategic Plan

Director Armando Jimenez reported that First 5 LA Research and Evaluation staff have taken the concepts for the Accountability Framework as outlined in the FY 2009-2015 Strategic Plan and developed them into the following components of the FY 2009-2015 Accountability Framework.

First 5 LA will have two main dashboards to track progress and promote learning and improvement. The first of these, the "Change Dashboard," will monitor changes in key indicators within the prioritized communities as well as countywide trends. The second dashboard, the "Organizational Dashboard," will measure First 5 LA's organizational and grantee performance as a way to promote learning and improvement.

Director Jimenez also reported that First 5 LA has always been committed to transparency and accountability in its evaluation efforts. Given this, in the FY 2009-2015 Accountability Framework, it is planned to further strengthen this commitment by enhancing the feedback loop between the evaluative findings and programmatic decisions by working to integrate evaluation findings into programmatic decisions and use data to make mid-course corrections, as necessary.

Staff has also begun to formulate a plan to conduct a longitudinal study of children and families within our prioritized communities. This study will facilitate a significant amount of organizational learning around the type and degree of impact First 5 LA has on children and families and it will assist First 5 LA in telling a more coherent and compelling story about that impact. The longitudinal study will be designed to build upon and complement the evaluation work underway in the Best Start communities, including partnering with other entities engaged in place based evaluation efforts, such as the California Endowment's work in the Long Beach area.

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The Research Agenda is also being developed with the goal of indentifying research questions relevant to First 5 LA's FY 2009-2015 Strategic Plan. One aspect of the Research Agenda will support efforts around the development of reliable and valid measures such as kindergarten readiness and child safety measures. The Research Agenda will also include cost-related and longitudinal studies. This work will help inform First 5 LA's future planning and policy efforts, contribute to the field of early childhood research and help establish First 5 LA as a leader on these topics. To support this work, the expertise of the current Universal Preschool Research Advisory Committee by adding additional Committee members with knowledge and experience which encompass both the Commission's place-based and countywide strategies. The Research Advisory Committee would function in an advisory capacity during the development and execution of the research specified on the Research Agenda. The expanded Research Advisory Committee will be in place by the new fiscal year.

Director Jimenez stated that he was going to challenge himself and First5 LA staff to think about three important pieces that are critical to evaluation: (1) allowing First 5 LA to be in front of the public policy debates around the value of early childhood development rather than being on the defensive; (2) partnering leverage with other organizations; (3) evaluation will come to the Commission with a clear set of recommendations about action steps.

Commissioner Stockwell asked how current the data on the dashboard would be and from where was the data being generated. Director Jimenez commented that data specifically related to current issues. Some of the reporting would be done more frequently rather than quarterly or yearly. The data sources would be from throughout the County.

Commissioner Stockwell inquired if the dashboard data would be communicated in different languages. Director Baker commented that communication would be done in different languages as capacity allowed for it.

Commissioner Stockwell asked if the intended target audience of the dashboard were providers rather than parents. Director Jimenez commented that he would like for parents to become active participants in the dashboard. However, he felt that participation in the dashboard by providers would be valuable. Director Baker commented that through countywide strategies, the internet would be used as an engagement tool to support advocacy activities in the community.

Commissioner Stockwell commented that the dashboard would be crucial to having parents become leaders. Director Jimenez said that the dashboard would also provide Commissioners with real time data that could help shape programmatic recommendations about current initiatives.

Commissioner Martinez asked if there was any data that would demonstrate significant community changes and cost-savings as a result of programs funded by First 5 LA within the last 10 years. She stated that this would be useful to know given the current threat of having funding reduced. In essence, Commissioner Martinez commented that First 5 LA has been acting as the safety net for many of the most vulnerable populations in Los Angeles County. Director Jimenez stated that this component would be included in future evaluations. Currently, the only example was the Healthy Kids Program that provided health insurance to the 0-5 population.

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Commissioner Southard reiterated the basic strategy of the dashboard which was that First 5 LA investments have produced direct results in a specific community. Director Jimenez commented that the dashboard would provide data for comparison on the impact of First 5 LA programs in the community with external factors such as the economy or accessibility.

Commissioner Au asked if First 5 LA would be able to ascertain, using the data and the structure in the dashboard, information on infrastructure given that the Commission has funded the creation of certain infrastructure within community capacity. She wanted to know if there was a mechanism for First 5 LA to ascertain how effectively consumers to resources were aligned based on the community investment. Director Jimenez commented that one of the questions to be addressed was the impact of the environment on better outcomes for children and families.

Commissioner Fielding commented that the dashboard was a very good approach because it gave people a sense of how First 5 LA was doing against established goals. It made the goals explicit and showed the information in a way that was user-friendly. Commissioner Fielding also commented that the dashboard highlighted the dichotomy of opportunities.

9. UPDATE: Ad-Hoc Governance Workgroup

The Ad Hoc Committee held its first meeting in December to begin addressing the role of the Commissioners and future Board Committee structure in accordance with the new placed-based strategic planning direction the Commission is taking.

Executive Director Martinez clarified that there is no Code of Conduct for Commissioners. She will be working with Legal Counsel Steele on the drafting of this document that would outline expectations for Commissioners.

Though scheduling has been challenging, the Ad-Hoc Governance Workgroup will continue to meet and anticipates bringing its recommendations to the full Commission at the March 11th Commission meeting.

10. Public Comment

Karen Lauterbach, Venice Family Clinic

ADJOURNMENT

The meeting adjourned at 3:10 pm.

The next regularly scheduled Commission meeting will be on:

February 11, 2010 at 1:30 p.m.
Multi-Purpose Room
750 N. Alameda Street
Los Angeles, CA 90012

Meeting minutes were recorded by Maria Romero.