AGENDA

COMMISSION MEETING

Chair: Don Knabe
Thursday, November 12, 2009
1:30 p.m. – 4:30 p.m.

First 5 LA
Multi-Purpose Room
750 N. Alameda Street
Los Angeles, CA 90012

Item 1 Call to Order / Roll Call

CONSENT CALENDAR: (Items 2-3)

Item 2 Approval of Commission Meeting Minutes
  ▪ Thursday, October 8, 2009
    o Don Knabe

Item 3 Approval of Monthly Financials
  ▪ September, 2009
    o Tracey Hause

COMMISSION: (Items 4 – 13)

Item 4 Announcements by the Commission Chair
  ▪ Don Knabe

Item 5 Service Recognition of Commission Chair
  & Ex-Officio Commissioner

Item 6 Executive Director’s Report
  ▪ Evelyn V. Martinez

Item 7 Approval of Motion to Instruct Staff to Explore Ways to
  Utilize up to $5 Million of the Remaining Funding Available
  Under the Oral Health and Nutrition Initiative and Partner
  with Community Health Clinics, Particularly Those Providing
  Dental Services to Children Aged 0-5, in Order to Increase
  Access to Oral Health Services
    ▪ Don Knabe

Item 8 Approval to Proceed with Contract Negotiations with
  Fenton Communications to be the Best Start LA Marketing
  and Communications Contractor for a Period of 30 Months
  for an Amount Not-to-Exceed $3 Million
    ▪ Carol Baker
Item 9  Amend the Approval to Authorize Staff to Negotiate the Continuation of the Contract to Complete the Partnerships for Families (PFF) Initiative Evaluation with the University of Southern California (USC) School of Social Work in the Place of the Regents of the University of California, Los Angeles (UCLA) Center for Healthier Children, Families, and Communities  
  ▪ Armando Jimenez

Item 10  Approval of Staff to:  
  1. Develop a Collaborative Relationship with The California Endowment  
  2. Develop a Partnership with the Central Long Beach Community  
  3. Allocate Funds Not-to-Exceed $9,712,500 Over Five Years to Implement the Best Start LA Model in this Community in Order to Launch Best Start LA Demonstration Community #2  
  ▪ Teresa Nuno

Item 11  Approval of the Six Recommended Applicants, as Outlined in the Attached COF Cycle Three Funding Recommendations Report, consisting of Policy and Advocacy Projects for an Amount Not-to-Exceed $2,690,133  
  ▪ Teresa Nuno

Item 12  Approval of the Community Selection Criteria and Process to Select First 5 LA’s Target Communities for the FY 2009-2015 Strategic Plan  
  ▪ Teresa Nuno

Item 13  Public Comment