SUMMARY ACTION MINUTES

APPROVED: 04-09-09

FIRST 5 LA

SUMMARY ACTION MINUTES
Commission Meeting
March 12, 2009

COMMISSIONERS PRESENT:

Commissioners:
Nancy Au
Jane Boeckmann
Jonathan Fielding
Neal Kaufman
Don Knabe (Chair)
Marvin Southard (Vice Chair)
Evangelina Stockwell
Corina Villaraigosa

Ex-Officio Commissioners:
Jacquelyn McCroskey
Deanne Tilton
Harriette Williams

COMMISSIONERS ABSENT:

Commissioners:
Carolyn Wilder [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

CALL TO ORDER / ROLL CALL:

1. Chair Knabe called the meeting to order at 1:41 pm.

CONSENT CALENDAR: (Items 2 – 3)

2. Approval of Commission Meeting Minutes – Thursday, February 12, 2009
   M/S (Marvin Southard / Nancy Au) APPROVED AS RECOMMENDED

3. Approval of Monthly Financials – January, 2009
   Tracey Hause was introduced as the new Finance Director. Chair Knabe, on behalf of all Commissioners, welcomed her.
   M/S (Neal Kaufman / Evangelina Stockwell) APPROVED AS RECOMMENDED
COMMISSION: (Items 4 – 9)

4. Announcements by the Commission Chair

Chair Knabe announced that on May 19th, the First 5 County Commissions will be facing a challenge to their existence and accomplishments with the addition of Proposition 1D on the ballot. If Proposition 1D passes, an immediate impact will be felt within the current fiscal year with the loss of Power of Preschool (PoP) funding and half of the School Reading Initiative funding.

The First 5 LA Commission would be faced with making difficult decisions regarding how to redirect funding within the new funding constraints. Given this scenario, Chair Knabe commented that the Commission will need to articulate its worth to the community as it prepares for this ballot battle. He stressed the importance of Commissioners being involved and showing leadership throughout this process.

Legal Counsel Steele distributed a memorandum to all Commissioners regarding acceptable behavior regarding Proposition 1D activities.

5. Executive Director’s Report

RECEIVED AND FILED

In addition to the written report, the following item was highlighted:

- **Proposition 1D:** A special state-wide election is scheduled for May 19th. The Legislature has used the dollar figure of $268 million each year for five years, instead of a percentage take. Given the naturally declining revenue and the anticipated revenue reduction due to the new SCHIP law, it is anticipated that next year’s revenue decline will be by 60 percent, and that percentage will increase to 67 percent by fiscal year 2013-14.

Among other ways Proposition 1D would impact First 5 LA grantees, children and families in the County is that it takes $275 million to $340 million from the State Commission’s “unencumbered” fund balance. It is unclear what funds will remain from the State Commission’s prior commitments, including the School Readiness Initiative and Power of Preschool dollars. Funds in multi-years contracts technically are considered encumbered only in the current year of the contract. Proposition 1D articulates that State Commission funds, which are encumbered by July 1, 2009 can not be seized by the Department of Finance. There is uncertainty regarding what the State Commission will do about the $65 million it can encumber before this date.

There are a lot of challenges ahead for the Commission. Currently, information is being compiled and provided to grantees, community service contractors and other stakeholders on the impact of Proposition 1D. The Public Affairs Department has developed informational tools. As a public agency, there are strict guidelines that govern what public employees, as well as Commissioners can and can not do as it relates to public funds and campaigns. One of the things Commissioners can do is take a position on Proposition 1D. As such, a “No on Proposition 1D” Resolution will be brought before the Board in April.
6. Approval of up to $10.5 Million Over 5 Years to Implement the Baby-Friendly Hospital Project as a Key Activity to Support Best Start LA Outcomes and Authorize Staff to Proceed with Implementation

Director Nuno reported that BSLA Commissioner Liaisons recognized the great need in LA County to improve breastfeeding rates and directed staff to explore interventions that would improve breastfeeding rates and duration.

Based upon Commissioner Liaisons’ directives, staff conducted a wide range of information gathering activities and an extensive literature review in order to understand which strategies and practices have proven effective in improving breastfeeding rates. A comprehensive report was presented to BSLA Commissioner Liaisons on November 6, 2008 which identified and recommended the Baby-Friendly Hospital model as a “best practice”. The model is sustainable and a proven strategy to improve initiation and duration of breastfeeding. The Baby-Friendly Hospital project is proposed as a possible investment to support BSLA outcomes.

The BSLA Baby-Friendly Hospital (BFH) Project will be a direct complement to Welcome, Baby! as it will enhance and support a continuum of care to improve initiation and duration of breastfeeding by improving breastfeeding policies and procedures in birthing hospitals. This improvement in breastfeeding policies will also support BSLA’s outcome of attachment and bonding as it is aimed at increasing exclusive breastfeeding, which is an indicator of the attachment and bonding outcome.

BFH will also complement First 5 LA Policy Agenda’s goal of “Increased supports for breastfeeding, including expanding the number of hospitals in LA County that strive to earn the UNICEF Baby-Friendly designation for facilities that encourage breastfeeding” as approved by the Board of Commissioners on September 20, 2007.

This project will also leverage new legislation introduced by Assembly Member Kevin de Leon (D-Los Angeles) that would build upon this effort and help sustain its results.

AB 513, as introduced by Assembly Member de Leon, would require Managed Health Organizations (HMOs) and Commercial Health Insurance Plans to provide coverage for lactation consultation and for the rental of breast pumps as part of their health care service plan contract or health insurance policies that provide maternity coverage. This legislation has gained national attention, which speaks to the relevance of this issue for families.

In addition, AB 514, as introduced by Assembly Member de Leon, is currently a spot bill or a placeholder for legislation language that will improve policies to promote breastfeeding for working mothers. AB 514 will mandate employers to allow working mothers at least thirty minutes to pump breast milk for their infants in a safe, secure environment. This bill assists working mothers in maintaining their employment while ensuring their infants receive breast milk.

It is proposed that an allocation of $10.5 million be allocated for the Best Start LA Baby-Friendly Hospital. It is estimated that the cost for the Baby-Friendly Hospital Taskforce will be $100,000 through the estimated life of the Baby-Friendly Hospital Project. A Baby-Friendly Hospital Taskforce Consultant contract is estimated to incur $400,000. The cost of the pilot project partnership with California Hospital is estimated to be up to $500,000. The evaluation component of this project is expected to be 5% of the total
allocation or $500,000. The remainder $9 million will be allocated to the implementation of the project at 20 of the poor performing hospitals with respect to exclusive breastfeeding rates.

Commissioner McCroskey expressed her concern about the cost attached to the consultant and tasks to be completed. In her view, this was too expensive.

Additionally, Commissioner McCroskey expressed concern about the evaluation component of the project. She stated that she would like a more systematic evaluation approach for all project and initiatives, rather than an individual evaluation approach.

Director Jimenez commented that he was in agreement with Commissioner McCroskey on systematic evaluation approaches for those projects and initiative with general outcomes.

Director Nuno commented that she had a similar conversation with Commissioner Kaufman regarding the cost of the consultant. Based on this conversation, the suggestion is being made to make the award an “up to” amount and open up the number of years for the project.

Commissioner Southard commented that it would be helpful to understand the broader assessment that would be part of this project. To this effect, Commissioner Kaufman suggested including timeline benchmarks into the proposed recommendation.

Commissioner Stockwell commented that this project had a tremendous potential for a positive impact on a large number of children.

Chair Knabe questioned the recommended amount for the consultant and asked if any interface has been done with existing facilities and potential partners providing similar services.

Given the fiscal environment, Commissioner Au agreed with Commissioner Kaufman about benchmarking the recommendation and being more aware of project costs.

Commissioner Kaufman suggested that $10.5 million be allocated, over five years, but only implement initially in one hospital, then come back to the Commission and get approval for subsequent hospitals. In essence, the Commission would approve the project for California Hospital and then be provided with progress reports as other hospitals subsequently become engaged in the project.

**AMENDED MOTION:**

Approval of up to $10.5 million over five years, with an initial $500,000 allocation to California Hospital, followed by the engagement of subsequent hospitals, to implement the Baby-Friendly Hospital Project as a key activity to support Best Start LA outcomes and authorize staff to proceed with implementation. For each additional hospital to be engaged after California Hospital, a status report is to be presented to the Commission.

M/S (Marvin Southard / Evangelina Stockwell) APPROVED AS AMENDED
7. Los Angeles Universal Preschool (LAUP) Motion

Chair Knabe presented the following motion for consideration:

At the Commission meeting in January, we discussed the very real need to continue preschool throughout the summer. LAUP has indicated that they have operational carryover that will substantially meet the funding need to accomplish this. However, it is my understanding that the Commission would need to approve use of their carryover funds for this purpose. Furthermore, an additional augmentation from First 5 LA of up to $1.3 million would have to be appropriated to fully meet the need.

At the February meeting, the Commission approved use of LAUP's carryover funds for the purpose of funding summer preschool in 2009. However, I believe that funding in an amount up to $1.3 million should be made available in the event LAUP should require it to ensure each child can continue their preschool experience over the summer.

I THEREFORE MOVE that the Commission instruct the Executive Director to identify up to $1.3 million to augment the operational carryover LAUP has identified to fully fund summer preschool programs across the County.

Chair Knabe commented in the spirit of collaboration and given the current economic environment, he would like for his motion to be approved as a contingency as he understands LAUP has identified the necessary funding for the summer preschool program. As such, Chair Knabe suggested adding the language “should it be needed” to the last paragraph of his motion:

I THEREFORE MOVE that the Commission instruct the Executive Director to identify up to $1.3 million to augment the operational carryover LAUP has identified to fully fund summer preschool programs across the County, should it be needed.

Commissioner Kaufman clarified that he recognized the importance of preschool for children and had reluctantly agreed about taking unspent funds from the endowment fund for the summer program at the February 12th Commissioner meeting. His reasoning for not being supportive of the motion was based on not wanting to go against a prior Commission policy decision.

Vote: 6-1-0
M/S (Don Knabe / Marvin Southard)  APPROVED AS AMENDED

8. UPDATE: LAUP Performance-Based Contract

Director Bosch reported that consistent with the June 2008 First 5 LA Board action, Altmayer Consulting has been working with staff and Board members from First 5 LA and LAUP to develop a performance based agreement. The joint planning effort is a collaborative process to prioritize the key outcomes intended to be achieved through the First 5 LA agreement with LAUP. The effort is being directed by the two appointed First 5 LA Liaisons, Dr. Neal Kaufman and Nancy Au, and the two appointed LAUP Liaisons, Paul Hudson and Beth Lowe. Additionally, the Chair’s representative, Nick
Ippolito has been actively involved in all meetings and discussions.

In January, the Liaison Committee endorsed a definition of the target population. The target population defines the primary beneficiary of the services; the outcome defines the impact of the program on the population served:

*Proposed Target Population: Four year olds living within school catchments in which at least 50% of the third grade students read below the national average for grade level as measured by the CAT-6 (reading) scores.*

The target population and proposed defining metric is consistent with the Goal Statements and Priority Measures recently approved for the First 5 LA FY 2009-2014 Strategic Plan.

The next step in the process was to define the key outcomes sought for the target population. Following a meeting with the Liaison Committee in February to review and discuss outcomes, staff from both First 5 LA and LAUP have developed a draft series of key outcomes. These draft outcomes reflect the priorities that have been identified by staff and the Liaisons and are consistent with the June 2008 Board motion.

Outcome 1: Opportunities for the target population to participate in a quality preschool experience are maximized thereby increasing the access and availability of preschool to as many children as possible.

Outcome 2: Children are enrolled and actively attending their preschool.

Outcome 3: Child, family and community outcomes that promote children’s readiness and success in school are achieved. Progress will be measured in the following areas:

- Child development in language, literacy, math, social/emotional and motor skills
- Parent engagement
- Teacher and preschool quality
- Leveraging of community resources

Outcome 4: Cost-effective quality preschool services are provided to maximize the number of children served.

Outcome 5: LAUP maintains expense to revenue targets to ensure funds are prioritized on direct services.

Outcome 6: LAUP investment strategies reflect evidenced-based research and evaluation lessons learned.

Outcome 7: LAUP achieves funding match targets as established in the June 2008 First 5 LA Board motion to sustain program levels as First 5 LA funding decreases.
The next steps in the process include further collaboration between First 5 LA and LAUP staff and the Liaison Committee to:

a) Refine and finalize key outcomes;
b) Continue the development of proposed metrics that will allow for tracking and evaluation of the achievement of the defined outcomes;
c) Develop targets for the proposed metrics for FY 2009/10 and beyond (targets may include process milestones and/or actual numeric goals associated with the achievement of outcomes); and,
d) Begin to develop a proposed payment methodology including potential incentive provisions.

Commissioner Kaufman suggested that Commissioners and LAUP Board members have a joint meeting to discuss outcomes and assumptions as they pertain to preschool slots.

9. Public Comment

Bonnie Henson, Miller Children’s Hospital
Lisa Pettinato, PAC / LAC
Karen Peters, Breastfeeding Task Force

ADJOURNMENT

The next regularly scheduled Commission meeting will be on:

April 9, 2009 at 1:30 p.m.
Multi-Purpose Room
750 N. Alameda Street
Los Angeles, CA 90012

Meeting minutes were recorded by Maria Romero.