CALL TO ORDER / ROLL CALL:

1. Chair Burke called the meeting to order at 1:54 pm.

   Legal Counsel Steele reported that the Commissioners met in a Closed Session prior to the Commission meeting. There was no action to report.

CONSENT CALENDAR: (Items 2 – 3)


   M/S (Nancy Au / Carolyn) APPROVED AS RECOMMENDED

3. Approval of Monthly Financials – September, 2008

   M/S (Nancy Au / Carolyn) APPROVED AS RECOMMENDED
COMMISSION: (Items 4 – 11)

4. Announcements by the Commission Chair

RECEIVED

- The Commission is not scheduled to meet during the month of December. The next Commission meeting is scheduled for January 8, 2009.

5. Recognition of the Commission Chair

First 5 LA presented Chair Burke with a basket of cookies and LAUP presented her with children's artwork. Both items were presented to Chair Burke in appreciation for her dedication and commitment to children's issues throughout Los Angeles County.

6. Executive Director’s Report

RECEIVED AND FILED

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

- **State Budget Update:** With the economic downturn, the budget deficit projection is at $27.8 billion over 20 months. The Governor has called a special session of the Legislature and is trying to get lawmakers to approve his plan for more budget cuts and tax increases to bridge the current $11 to $13 billion gap.
  
  - In a report this week, the Legislative Analyst's Office also emphasized the severity of the budget crisis and proposed a variety of tax increases and reductions, including the elimination of the First 5 California Commission. The LAO called for a redirection of 50 percent of Proposition 10 funds – about $300 million, and presumably that of the State Commission – to children's health and childcare programs. The LAO acknowledged that diverting Proposition 10 funding would require voter approval.
  
  - The Governor so far has not proposed loans or any other diversion of First 5 funds. However, it is clear that if State leaders do not take some fairly significant action, the State will run out of money in February.
  
  - The State Controller's Office has released a report saying that it had cited a large majority of First 5 Commission for “deficiencies” in their expanded audits. First 5 LA was not among the 42 County Commissions cited. But these audit citations are bad news for Proposition 10 as a whole and no doubt will be used against County Commissions by those arguing to divert their funding.

- **Literacy Campaign:** First 5 LA officially kicked off the *Read Early, Read Aloud* campaign with a couple of events that provided young children and families the opportunity to experience the joys of reading.

  Commissioner Stockwell joined a number of staff members at the Festival of Readers at Mission College in Sylmar on Saturday, November 8th. Read-alongs were held at
the First 5 LA booth and each family who visited the First 5 LA booth received a book and a literacy growth chart from Reading is Fundamental, one of our partners in the campaign. Parents were also told about the importance of reading to their children at a young age.

- **Family Placed Library:** Supervisor Gloria Molina joined First 5 LA at a kickoff event held at the East Los Angeles Library, which is one of the county’s Family Place Libraries. Families from local grantee sites and WICs participated. Each family received a First 5 LA book bag and a book. HOT 92.3 radio personality, Josefa Salinas, participated in the event and will support a number of the more than 30 library reading events First 5 LA is sponsoring throughout the month.

- **Regional Literacy Campaign Partnerships:** For the second year, First 5 LA is joining the other Southern California First 5 County Commissions in this education campaign. Dr. Barry Zuckerman, the founder of Reach Out and Read, is the honorary chair and came out from Boston to attend the all-County press conference in Orange County to kickoff the regional campaign.

- First 5 LA has put together some pretty impressive partnerships for this campaign.
  
o Sesame Workshop, which donated mini-emergency preparedness kits that include bilingual books.
  
o Scholastic Books is holding a book fair in South Central Los Angeles and will provide families with coupons for books and vouchers for free books that can be redeemed at a library when they use or sign up for a library card.
  
o Time Warner Cable also is partnering with First 5 LA as part of their Toys for Tots program and will air 30-second spots in English and Spanish throughout November and December.

7. **Approval of Goal Statements and Priority Measures for the FY 2009-2014 Strategic Plan**

Following the Commission meeting in July 2008, staff began Phase II of the strategic planning process. This phase commenced with the selection of and transition to a new strategic planning consultant team, the TCC Group. Simultaneously, staff began developing an aggressive timeline for Phase II. This timeline is based on a series of interrelated decision points to be completed by June 2009.

On September 15, 2008, staff and consultants met with a workgroup of four Commissioners (Au, McCroskey, Kaufman, and Stockwell) who indicated that an appropriate starting point for Phase II of the strategic planning process would be the selection of priority measures as way to provide focus to First 5 LA’s Goal Areas of Safety, Health and Early Learning.

At a Strategic Planning Commission Meeting on September 29, 2008, Commissioners agreed that they did not want to retain the four priority measures used in prior plans, but directed staff to identify new measures using an agreed upon set of criteria.

On October 16, 2008, staff presented nine priority measures to Commissioners at a Strategic Planning Commission Meeting for discussion. The following nine
Commissioners were present: Au, Fielding, Kaufman, Southard, Villaraigosa, Wilder, McCroskey, Tilton and Williams. Also present was Maria Beltran from Supervisor Burke's office. Based on the group discussion and table report out, at which time Cynthia Harding was representing Commissioner Fielding, Goal statements and priority measures were selected for discussion and approval at the next Board meeting.

The first decision point being brought before the Commission is the approval of Goal statements and priority measures for the FY 2009-2014 Strategic Plan.

One of the key findings from Phase I was the Commissioners’ expressed desire to define more clearly First 5 LA’s focus. The selection of Goal statements and priority measures is meant to accomplish this by narrowing the parameters of the Commission’s investments for the next five years. Priority measures will provide focus to the Commission as it engages in the next set of strategic planning decisions regarding overall programmatic and fiscal strategies, the role of the Commission, and grantmaking approaches. As such, the selection of the Goal statements and measures represents movement away from siloed Goal Area focus and instead toward more comprehensive strategies and funding approaches that impact across areas of child well-being. At this stage, the priority measures are a tool for planning, helping the Commission to define the targets it hopes to impact over the next five years. The county level priority measures also provide the Commission and others the opportunity to track how we are doing collectively to improve the lives of young children within Los Angeles County over time.

Based on Commission input as outlined above, the following Goal statements and priority measures are presented:

- **Goal Statement #1**: Children are born healthy.
  - **Priority Measure**: Percent of Babies Born at a Low Birth Weight

- **Goal Statement #2**: Children maintain a healthy weight.
  - **Priority Measure**: Percent of Overweight Children

- **Goal Statement #3**: Children are safe from abuse and neglect.
  - **Priority Measure**: Number of Substantiated Cases of Child Abuse and Neglect

- **Goal Statement #4**: Children are ready for Kindergarten.
  - **Priority Measure**: Percent of Children Reading at Grade Level at Third Grade

Though there were expressed concerns related to some of these measures at the October 16, 2008 meeting, Commissioners strongly encouraged staff to continue with the strategic planning process as presented in the timeline. Therefore, staff is proposing that these Goal statements and priority measures be further discussed and approved at the full Commission meeting to provide focus to the Commission’s Goal Areas for the next strategic plan. This first decision point will allow the staff and consultant team to move forward in conducting an environmental scan that will inform the next set of comprehensive and challenging discussions regarding the next decision point: Over the next five years, what will be the Commission’s role and selected strategies in impacting the determinants of children’s long-term safety, health and early learning. These decision points may also include, for example:
1. What are the Commission’s approaches for impacting the safety, health and early learning conditions for children 0-5?

2. Will the Commission's programmatic and grantmaking approach be targeted and/or place-based, and will it focus on community capacity building, direct services and/or policy activities?

3. Will these approaches reflect supporting family and community protective factors?

4. What is the magnitude of change the Commission wishes to see in its selected outcome measures?

As agreed upon by the Commissioners at the October 16th meeting, the next Strategic Planning Commission meeting will be held in December. At this time, staff and the consultant team will initiate role and strategies discussions. This will consist of a learning session for the Commission that will review the following:

- First 5 LA’s nine years of grantmaking and best practices
- An environmental scan of LA County trends in child-well being
- Research in early childhood development
- Projects and initiatives of other First 5 Commissions

This initial meeting sets the foundation for strategic planning discussions and decision points in January through March, 2009 that will address specific questions regarding the Commission’s selected programmatic and fiscal priorities for the next five years. This includes the organizational resources needed to support the implementation of the 2009-2014 strategic plan. A Board approval of role statements, strategies, allocations, and accountability benchmarks will be presented at the April Commission meeting. At this time, organizational development recommendations will also be presented for discussion. The approval of the final strategic plan and organizational development recommendations will be brought to the Board at the June 2009 Commission meeting.

M/S (Nancy Au / Evangelina Stockwell) APPROVED AS RECOMMENDED

(Chair Burke leaves the meeting. Commissioner Wilder is designated by Chair Burke to continue the meeting as Acting Commission Chair.)

(Commissioner Kaufman leaves the meeting.)

8. Approval of up to $560,000 Over Seven Years to Provide Community-Based Action Research Technical Assistance to Four Demonstration Communities

The requested $560,000 allocation will be combined with the $140,000 approved by the Board in September 2007, when the board approved the total budget for the Pilot Demonstration Community. A Request for Qualifications (RFQ) will be released requesting applicants to apply for a contract totaling up to $700,000 over seven years. The selected contractor will assist the lead entities in all five demonstration communities in the completion of their CBAR process. Due to the unique start dates for the five demonstration communities, the contract will be a total of seven years, beginning in May 2009.

To further expand on the history of this recommendation, the five-year $13,011,660, approved in September 2007 for the Pilot Demonstration Community included the following cost categories:
The approved “Community Mobilizing and Activities” budget included $140,000 to provide technical assistance to the Pilot Demonstration Community’s Lead Entity for five years.

The Lead Entity in each of the Best Start LA Demonstration Communities plays a significant role of anchoring the community’s efforts to catalyze an infant/toddler-friendly environment. The Lead Entity will facilitate discussions among traditional and non-traditional community partners to identify existing resources and activities on which to build and that can be integrated to support the realization of Best Start LA outcomes. The CBAR process will play an important role in facilitating these conversations and in the development of the Best Start LA Partnership.

First 5 LA will provide a CBAR contractor to also assist the Lead Entity in facilitating a community planning process with all relevant stakeholders in the CBAR process to:

1. Define local issues, concerns and a set of community-driven strategies;
2. Develop questions relevant to the issues and vision identified;
3. Gather and analyze relevant data; and
4. Prepare recommendations for the Best Start LA Partnership

The objectives for a CBAR technical assistance partner are to assist communities in:

- Building their capacity to use research in order to create sustainable, grassroots strategies to improve the lives of children 0-3, their families, and the communities that they live in
- Generate data from the target population in order to increase the understanding of the context, strengths and concerns of communities and to help inform current and future initiatives

CBAR is a community mobilizing, capacity building, and empowering method for the community, which is organized around three key integrated elements: research, education, and action. Like other forms of research, CBAR is based on social science methods of systematic inquiry and data collection. It diverges from traditional research in its focus on education, action and participation of those affected by the research. CBAR does not end at the data collection phase, but includes the utilization of social data to educate those affected by the data and to mobilize individuals, communities and programs to action. The CBAR approach:

- Involves community residents in all stages of the research: the design, implementation, interpretation and dissemination of data;
- Takes place in communities;
- Studies problems identified by the community;
- Is disseminated widely in the community;
Recognizes that there are multiple ways of knowing and acquiring knowledge;
Acknowledges that community members are vital resources of knowledge about their community strengths, needs and conditions and;
Includes the development of research products that are useful, timely and available to all stakeholders

The CBAR Technical Assistance contractor’s primary tasks will include assisting the Lead Entity in engaging all relevant stakeholders in the CBAR process to: 1) define local issues and concerns and define what CBAR participants want via an environmental scan; 2) develop questions relevant to the issues and visions identified (i.e., Are you getting all the support you need? Do you feel safe in your neighborhood? Is there enough green space? What resources may be lacking? Are you getting sufficient support in clinic settings with other pregnant women?); 3) gather and analyze relevant data; 4) provide technical assistance, including training, coaching and mentoring; 5) document and disseminate the lessons learned from CBAR and 6) prepare recommendations for the Best Start LA partnership.

The role of the CBAR technical assistance contractor is intended to help support communities in their implementation of a community planning process that builds knowledge that a community creates, owns and transforms into social capital for social change. The CBAR process builds an “inquiry” culture that is imbedded in existing patterns of interaction, which may include:

- Parents meeting each other at school via a variety of activities (i.e. PTA meetings, children’s programming, school events)
- Utilizing public venues (i.e. libraries, parks, recreational centers/areas, neighborhood councils, fairs, local market, and shopping areas)
- Child care settings
- Early intervention settings (i.e. clinics, regional centers)

The total budget, estimated at $700,000, with approximately $140,000 per community allocation, is based on the Commission’s experience with the Neighborhood Data Use Collaborative project and lessons learned. This amount reflects an expected $20,000 yearly allocation for each community, with an additional $20,000 in years 1 and 5 to accommodate more intense periods in the model. The CBAR technical assistance contractor is expected to demonstrate flexibility and the ability to identify the differing needs of the communities, and allocate the resources accordingly. Due to the unique start dates for the five demonstration communities, the contract will be a total of seven years, beginning in May 2009.

M/S (Jane Boeckmann / William Arroyo) APPROVED AS RECOMMENDED

9. Approval of the 15 Recommended Applicants that Consist of 12 Capacity Building and Three Policy and Advocacy Projects Totaling $3,192,472 in Funding Requests

As approved in November 2006, the Community Opportunity Fund reflects a responsive giving strategy to respond to community needs and changing social trends through organizational capacity building grants and policy and advocacy grants.

On June 30, 2008 an online Letter of Intent (LOI) was released. In response, 137 applicants submitted a LOI by the July 28, 2008 deadline. Following an
interdepartmental staff review of the applicants, 28 were selected to write a full proposal. Staff presented to the Board of Commissioners the 15 recommended applicants following a thorough assessment of proposals by both an external and internal team of reviewers.

M/S (Evangelina Stockwell / Corina Villaraigosa) APPROVED AS RECOMMENDED

10. Adoption of Biennial Update to First 5 LA’s Local Conflict of Interest Code

The Political Reform Act requires that each local agency adopt, maintain and biennially update local conflict of interest codes. First 5 LA’s local code, originally adopted in 2000, sets forth the agency’s rules regarding conflicts of interest, designates the officials and employees who must file annual statements of economic interests, and specifies which economic interests must be disclosed.

Staff and legal counsel have reviewed the existing code this year, as required by law, and determined that substantive changes are not required. However, the code should be updated to reflect the current list of positions at First 5 LA and LAUP, and to make changes in the information required to be disclosed.

The proposed changes to the code, if adopted by the Commission, must also be approved by the Board of Supervisors as well.

M/S (William Arroyo / Cynthia Harding) APPROVED AS RECOMMENDED

11. Public Comment

None.

ADJOURNMENT

The Commission meeting adjourned at 3:33 pm to a Closed Session.

The Closed Session adjourned at 4:30 pm.

The next regularly scheduled Commission meeting will be on:

January 8, 2009 at 1:30 p.m.
Multi-Purpose Room
750 N. Alameda Street
Los Angeles, CA 90012

Meeting minutes were recorded by Maria Romero.