COMMISSIONERS PRESENT:

Commissioners:
Nancy Au (Vice Chair)
Jane Boekmann
Jonathan Fielding
Neal Kaufman
Evelin Stockwell
Corina Villaraigosa
Carolyn Wilder
Zev Yaroslavsky

Ex-Officio Commissioners:
Jacquelyn McCroskey
Matt Rezvani
Deanne Tilton
Harriette Williams

COMMISSIONERS ABSENT:

Commissioners:
Marvin Southard (Excused)

STAFF PRESENT:
Evelyn V. Martinez, Executive Director
Anthony Bellanca, Director of Finance
Yolanda Bosch, Director of Contracts & Legal Compliance
Lisa Brabo, Director of Grants Management
Nancy Fareed, Acting Director of Public Affairs
Armando Jimenez, Director of Research & Evaluation
Sacha Klein, Director of Policy
Teresa Nuno, Director of Planning & Development
Maria Romero, Executive Assistant

LEGAL COUNSEL:
Craig Steele, Attorney-at-Law
CALL TO ORDER / ROLL CALL:

(As sitting Vice Chair, Commissioner Au called the meeting to order and proceeded with the election of the Commission Chair for 2007).

1. Commissioner Au (Vice Chair) called the meeting to order at 1:40 pm.

2. Election of Commission Chair – 2007

   Nominations for the position of Commission Chair were opened. Supervisor Zev Yaroslavsky was nominated. There were no other nominations.

   M/S (Neal Kaufman / Jonathan Fielding) APPROVED AS RECOMMENDED

   Supervisor Yaroslavsky was congratulated on his election as Commission Chair and assumed leadership of the meeting.

3. Election of Commission Vice Chair - 2007

   Nominations for the position of Commission Vice Chair were opened. Since Commissioner Au has served two consecutive terms as Vice Chair, she was not eligible for re-election. Commissioner Jonathan Fielding was nominated. There were no other nominations.

   M/S (Neal Kaufman / Jane Boeckmann) APPROVED AS RECOMMENDED

   Commissioner Fielding was congratulated on his election as Commission Vice Chair.

4. Announcements by the Commission Chair

   RECEIVED

   In addition to general announcements, the following comments were made during this section of the meeting agenda:

   ▪ Chair Yaroslavsky welcomed Dr. Evangelina “Angie” Stockwell to the Commission. Dr. Stockwell was appointed by the LA County Office of Education.

   ▪ Chair Yaroslavsky thanked Commissioner Au for her service and dedication to the Commission as Vice Chair during the 2006 calendar year.

   ▪ Chair Yaroslavsky commented that he was looking forward to working with the Commission during this second tenure as Chair. His primary focus this year would be to evaluate where the Commission was since he last served as Commission Chair five years ago. Specifically, Chair Yaroslavsky mentioned that evaluation was of utmost important to answer questions such as “What has the Commission done?”, “Has the work of the Commission made an impact in the community?”, and “Where are the Commission’s priorities?”

CONSENT CALENDAR: (Items 5 – 6)

5. Approval of Commission Meeting Minutes – November 9, 2006
At the request of legal counsel, this item was continued to the Commission meeting scheduled for February 8, 2007.

6. Approval of Monthly Financials

M/S (Jonathan Fielding / Corina Villaraigosa) APPROVED AS RECOMMENDED

COMMISSION: (Items 7-10)

7. Executive Director’s Report

RECEIVED AND FILED

In addition to the written report, Executive Director Martinez reported on the following Commission-related issues:

- **CHI Fundraising Workgroup:** Executive Director Martinez announced that she has been asked by Howard Kahn, CEO of LA Care, to consider assuming the additional responsibility of Chair of the CHI Fundraising Workgroup aside from serving as a member of the CHI Steering Committee. In this capacity, Executive Director Martinez would be leading efforts to identify and obtain funding to expand and sustain health coverage for all children, ages 6-18 years, who do not otherwise qualify for private or publicly-funded programs.

  Executive Director asked the Commissioners that if they did not have any objection, she would like to assume the additional responsibility of being Chair of the CHI Fundraising Workgroup and to work collaboratively with Howard Kahn to continue to raise funding for the Children’s Health Initiative while the Governor’s proposal is being debated in the State Legislature.

- **First 5 Association of California:** Executive Director Martinez announced that she has been nominated to serve as Vice Chair of the state-wide association for all County Commissions, approximately 58 Commissions. Participation from Los Angeles County is regarded to be of high importance by the First 5 Association membership.

  Commissioner Kaufman complimented Executive Director Martinez on her skills in working with the First 5 Association. As a matter of personal opinion, Commissioner Kaufman expressed his concern of Los Angeles County assuming any leadership responsibilities because of its size and the potential of being overpowering. However, Commissioner Kaufman acknowledged that the Association obviously trusted and respected the opinion of Executive Director Martinez. Further, Commissioner Kaufman commented that this was a positive perception for not only Executive Director Martinez but for the children of Los Angeles County.

Chair Yaroslavsky took the opportunity at the conclusion of Executive Director Martinez’ report to introduce Lisa Mandel, new Children’s Deputy for his office.

8. Approval of the 42 Grantee Proposals to be Included as Part of First 5 LA’s Cycle 2 SRI Application to First 5 Association

Director Brabo reported that initially there were 35 agencies funded to serve 42 school readiness communities as part of Cycle 1. Currently there are 33 agencies serving the original 42 communities. First 5 LA conducted a thorough review of current grantees to determine
eligibility for participation in the Cycle 2 application process. The screening criteria for this review focused on contract compliance related to fiscal operations, program implementation, program management and administration, and evaluation. All current grantees were determined eligible to participate in the Cycle 2 application process.

The First 5 California Request for Proposals was received at the end of September 2006. Given the short timeline for proposal submission, grantees received the following forms of assistance in completing their Cycle 2 applications, which were due to First 5 LA by December 1, 2006.

- A Commission Liaison to provide individual technical assistance through the proposal writing process;
- Large and small group technical assistance workshops; and
- The option to use up to $5,000 of their existing budgets to work with a grantee-designated consultant.

While submission of a Cycle 2 proposal was optional for grantees, all elected to participate in the reapplication process. Grantees submitted proposals for Cycle 2 funding in accordance with First 5 California’s and First 5 LA’s requirements. Following a thorough review process, it was determined that all of the current grantee agencies met the minimum required application criteria, and thus should be included in First 5 LA’s Cycle 2 School Readiness application to First 5 California.

Final funding approval is contingent upon First 5 California’s review and approval of the grantees’ proposals, in addition to the successful completion of contract negotiations. This includes acceptance of all recommendations from First 5 LA in response to the application, including requests for revisions and changes that may be required by First 5 California.

M/S (Nancy Au / Jonathan Fielding)  APPROVED AS RECOMMENDED

9. UPDATE: First 5 LA Helpline

Director Jimenez welcomed the external evaluator for the First 5 LA Parent Helpline, Dr. Elizabeth Harris from Evaluation, Management and Training (EMT) Associates.

Dr. Harris provided an update on the evaluation and performance of the First 5 LA Parent Helpline in its first 18 months of implementation contracted through 211 InfoLine.

The evaluation of the 18-month implementation period resulted in the following specific conclusions:

1. The First 5 LA Parent Helpline has realized significant accomplishments in its initial phase of implementation. In particular, it has established a record of excellence in its call center performance, meeting or exceeding many industry standards.

2. The First 5 LA Parent Helpline has met its mandate to be more than a standard information and referral center. It provides a level of rapport with the caller, assistance in meeting high priority needs (e.g., health insurance applications), advocacy and support, and individual consultation that brings the “value added” that First 5 LA wanted from this center.
3. The First 5 LA Parent Helpline has had remarkable success in providing access for the families in need, particularly in Latino and African American communities.

Dr. Harris commented that both First 5 LA and the First 5 LA Parent Helpline have demonstrated and implemented a commitment to accountability, evaluation and data-based decision making. EMT, First 5 LA, and 211 LA regularly collaborate in developing and implementing program improvements based on monitoring and evaluation data. The promise for the future is that the collaborative First 5 LA Parent Helpline team will not stop with current program accomplishments, but will sustain and strengthen the program to realize the potential demonstrated in this report and in the program’s ongoing system of data-based decision making and program improvement.

10. Public Comment

None.

ADJOURNMENT

The meeting adjourned at 3:14 pm.

The next Commission meeting is scheduled for:

February 8, 2007 at 1:30 p.m.
Multi-Purpose Room
750 N. Alameda Street
Los Angeles, CA  90012

Meeting minutes recorded by Maria Romero.