CALL TO ORDER / ROLL CALL

1. Chair Gloria Molina called the meeting to order at 1:49 p.m.

CONSENT CALENDAR: (Items 2 – 3)

2. Approval of Commission Meeting Minutes – June 9, 2005

The following modifications were made to the meeting minutes:

Item #6, Approval of Los Angeles Children and Families First-Proposition 10 Commission Administrative and Operations Budget for Fiscal Year 2005-2006: Commissioner Jonathan Fielding expressed concern over the presentation of the budget. He commented that there was no functional breakdown of expenses such as general public relations, communications, research and evaluation.

Item #8, Staff Recommends the Approval of a One Year Contract Not-to-Exceed $1 Million for New Schools Better Neighborhoods (NSBN): Commissioner Au requested that a more complete evaluation be done of all the partners and that some assurance is made that once the models are developed, that such models be implemented in the community. For the 6-month evaluation report, Commissioner Au expressed that she would like to require the inclusion of the existing community organizations to be partnered in the collaborative process, as well as working more closely with the Board of Supervisors so that they could facilitate in the building of better collaboratives to have more successes.
Item #9, Approval of the Partnerships For Families (PFF) Implementation Plan: Commissioner Fielding commented that with respect to the target population of the PFF Implementation Plan, teen pregnancies should be included in the pregnant women target population because getting to women at the time of birth at the birthing hospital was good; but, not sufficient since outreach should be done earlier in the pregnancy.

Commissioner Tilton mentioned that the initiative would also include referrals from law enforcement agencies on high risk families. The referrals to PFF would be primarily from the Department of Children and Family Services (DCFS) but if law enforcement agencies were called out to a case that was not serious enough for them to take action that such case could be referred to PFF.

M/S (Renatta Cooper / Marvin Southard)  APPROVED AS AMENDED

3. Approval of Monthly Financials

M/S (Renatta Cooper / Marvin Southard)  APPROVED AS RECOMMENDED

COMMISSION:  (Items 4-12)

4. Announcements by the Chair

RECEIVED

In addition to the Chair’s announcements, the following announcements were made by other Commissioners.

- Commissioner Cooper thanked Ruben Vidales, Public Affairs Officer, for his work in assisting in the organization of the Family Literacy Luau event.

- Commissioner Rezvani commented that he was very excited about the two radio commercials that are being aired at 97.9 FM “KLAX Radio” and 100.3 “The Beat.” Deejay Abel Perez and his 8-year old daughter, Kimberly, do radio spots on “KLAX Radio” regarding topics like the importance of early childhood development and the importance of reading to children at a young age. Deejay Nautica de la Cruz from “The Beat” has an infant daughter and has shared on the air her experiences as a new mother. Commissioner Rezvani respectfully requested that these Deejays be present at the next Commission meeting for a short introduction.

5. Executive Director’s Report

RECEIVED AND FILED

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

- First 5 California Annual Report – First 5 LA has received copies of the 2003-2004 First 5 California (State Commission) annual report. The report is available on the First 5 LA website and on the California Children & Families Commission website.

- PFA State Application - Commissioners interested in participating in a discussion with the State Commission and the California Department of Education regarding First 5 LA’s PFA application should submit their names to Executive Director Martinez.

- The First 5 LA appointment to the Children’s Policy Roundtable is currently vacant. Commissioners interested in volunteering to fill this appointment should submit their interest to Chair Molina.
6. Election of Vice Chair

Chair Molina opened the floor to nominations for the position of Vice Chair. Commissioner Kaufman nominated Commissioner Nancy Au. Commissioner Boeckmann seconded the nomination.

Commissioner Au accepted the nomination to the position of Vice Chair.

As there were no other nominees for the position of Vice Chair, nominations were closed.

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

Chair Molina congratulated Commissioner Au on her election to the position of Vice Chair.


Chair Molina welcomed Graciela Italiano-Thomas, Chief Executive Officer, and Gary Mangiofico, Chief Operating Officer, of Los Angeles Universal Preschool (LAUP). A short presentation was made on the progress achieved by LAUP during its “start-up period.”

Director Brabo also provided background information on the contractual obligations of Los Angeles Universal Preschool (LAUP). At the July 12, 2004 Commission meeting, the Commission voted to approve the contract between First 5 LA and LAUP to be the administrator of the Universal Preschool Master Plan. The contract is for the time period July 15, 2004 to September 30, 2009. September 13, 2004 to June 30, 2006 is designated in the contract as the “start-up period.”

The contractor is required to prepare and submit a “detailed scope of work, annual business plan, proposed budget for the next year of the Program and a year-end report detailing the Contractor’s performance and compliance” on an annual basis. The Commission is then required to take formal action to approve, deny or require amendments to the submitted documents (collectively the “Subsequent Year Plan”).

Based on analysis of the 2004-2005 year-end report, the 2005-2006 scope of work/business plan, and the 2005-2006 budget that was submitted by LAUP, First 5 LA identified the following outstanding issues needing further clarification.

- First 5 LA does not recommend approval of the Leasehold Improvement (tenant improvements/construction) line item at $109,025 as the current lease agreement for tenant improvements/construction is capped at $42.50 per square foot. Approval of the $109,025 would increase the tenant improvements/construction to $49 per square foot.

- First 5 LA requests further breakdown on the number of classroom seats, new or enhanced quality, and quality rating scale proposed in the Section 1 “Completion of Early Launch Programs” by program (i.e., Center Provider, Family Child Care/Hub, Facilities Hot Zone site, and Inclusive site) and as applicable, by funding round (i.e., I or II).

- First 5 LA and LAUP staff has been working together over the past several months to develop a joint approach to Research and Evaluation. However, this joint approach is not well reflected in the Scope of Work or staffing plan. Given that First 5 LA has approved a separate allocation to support comprehensive First 5 LA/LAUP joint research and evaluation activities, First 5 LA believes that certain aspects of the proposed Research and Evaluation
SUMMARY ACTION MINUTES

staffing plan do not have sufficient justification. In the absence of the requested job
descriptions for each of the 10 proposed Research and Evaluation staff, it is difficult to fully
assess the appropriateness of the proposed staffing plan and associated costs. First 5 LA
recommends working with LAUP and their R&E Director to revise the current staffing plan
and update the Budget, as needed.

- First 5 LA has not yet received job descriptions from LAUP and is therefore unable to fully
evaluate the need for what appears to be an inordinate amount of proposed upper level
management positions.

- First 5 LA requests further clarification on the Lawson line item under Section 2 Contracted
Services. Specifically, is the $3,000,000 estimate for the Phase II and Database Software
Development (start-up) by Lawson a one-time only cost that will cover all support, future
modifications and licensing fees or will there be additional costs in the future for support,
modifications, and licensing?

- First 5 LA requests clarification on the discrepancy between the proposed office furniture
budget item for 29 employees and the current Union Station second floor office space plan
that includes only 17 offices.

- Given that LAUP has not yet hired an IT Director, the IT Plan is not fully developed. First 5
LA recommends working with LAUP during the construction phase of the Union Station
second floor office space to ensure adequate IT infrastructure. When their IT Director is
hired, First 5 LA will continue to work with LAUP to enhance the current IT Plan and update
the Budget as needed.

Commissioner Jane Boeckmann inquired why the job descriptions were not included with the
documents submitted to First 5 LA for consideration. She expressed concern over the high
salaries of LAUP staff. Dr. Italiano-Thomas commented that LAUP was still working on
developing job descriptions. Dr. Italiano-Thomas also cited several salary studies that were
being used as a reference for the development of the job descriptions.

Commissioner Au questioned why there were so many policy analyst positions since LAUP’s
primary goal is implementation, not evaluation. Further Commissioner Au stated that drawing
from experience, a synergy between First 5 LA and LAUP should exist to avoid surprises.

Commissioner Cooper commented that she had a commitment to working with LAUP and would
not raise any questions at this time.

Commissioner Fielding stated that the role of First 5 LA was to (a) ensure that the objectives
were being met; and, (b) ensure that those objectives were met in a cost-efficient manner.
Commissioner Fielding commented that without being able to review job descriptions, First 5 LA
would be unable to exercise its role. Commissioner Fielding also asked how much funding had
been spent in researching fund development.

Commissioner Southard asked why the implementation of the universal preschool master plan
would be divided into five regions. Commissioner Southard asked why the eight SPA Council
regions were not considered for implementation purposes. The current proposal of five regions
cutting across SPA Council regional boundaries would make the evaluation process very difficult.
Dr. Mangiofico responded that LAUP would further consider this suggestion.

Chair Molina expressed her concerns with the organizational development of LAUP. Chair
Molina felt that the LAUP organization was much too large. She also expressed her grave
care about LAUP staff salaries as they were higher than County departments with larger areas
of responsibility. In some instances, the County department heads had salaries lower than those
of LAUP staff. Chair Molina reminded LAUP that their funding came from taxpayers’ dollars and
made it known that she would like for LAUP to align its staff salaries to be more reflective of similar organizations, not necessarily like First 5 LA. In citing an example, Chair Molina commented that there were households in her district whose yearly, as a household, would be much lower than the lowest of the proposed individual staff salaries; yet, they are taxpayers. Chair Molina commented that First 5 LA funded a Board of Directors bestowed with a mission and a purpose. Further, she commented that perhaps the organization should “ramp up” over a period of time.

Commissioner Kaufman stated that he needed an understanding of the role of consultants. In looking at the proposed measurable objectives, he felt that such objectives should actually be “measurable.” Commissioner Kaufman also wanted to know if there was a difference between the leveraging of funds and donations. Further, Commissioner Kaufman commented that the public should have greater input on the development of the 5-star criteria for child care providers.

Commissioner Rezvani asked LAUP to reconsider the staff salaries. He asked LAUP to do a salary comparison between private sector jobs and government jobs. Commissioner Rezvani commented that LAUP salaries were too high.

Commissioner Tilton stated that staff salaries were an issue. She felt that staff salaries needed to be at a level respectable of the children. Further, Commissioner Tilton expressed her desire for a stronger connection of LAUP and other First 5 LA initiatives.

Commissioner Kaufman stated that he would like a formal submission of a revised scope of work with more specificity.

Chair Molina proposed the following motion:

The First 5 LA Commission is mandated to improve the health and education of Los Angeles County’s youngest residents. In June 2002, the Commission examined the feasibility of implementing universal preschool Countywide. By 2004, in order to meet this goal, the Commission adopted the Los Angeles Universal Preschool Master Plan and created the Los Angeles Universal Preschool (LAUP) Board of Directors to create the model to implement universal preschool Countywide. This Board, with ample collective expertise, was charged with grappling with important policy issues such as the use of limited land (especially in the “hot zones”); the scarcity of preschool teachers Countywide; and the lack of funding for facilities.

To date, LAUP has finalized contracts with 68 center providers representing 122 classroom sessions that will serve more than 2,300 children. LAUP also has entered into contracts with 12 Quality Support Fast Track centers that will serve more than 200 additional children. However, we still must enroll over 101,000 children in universal preschool by 2014.

First 5 LA has committed to allocate $120 million to LAUP—nearly 48 percent of our yearly programming budget—to make universal preschool a reality. Before us, we have the first year’s budget which includes this allocation. This budget is a blueprint for how universal preschool will actually be implemented in Los Angeles County. LAUP’s success is our success, and we look forward to celebrating our collective achievements this time next year.

I, THEREFORE, MOVE that the First 5 LA Commission accept our staff recommendation to approve the proposed LAUP budget minus the $109,025 designated as leasehold improvements, and direct that the following measures are carried out:

(1) First 5 LA and LAUP should create a temporary working group comprised of two commissioners/board members from each organization and their respective executive directors in order to resolve all remaining tenant improvement matters, and should report their progress to the commission at our next meeting;
(2) The LAUP Board of Directors should fully examine in a public setting the proposed LAUP organizational chart and corresponding staff salaries in order to reach a consensus about the personnel needs of the organization, and should report to the Commission at our September meeting about how they plan to address this issue.

(3) LAUP should provide a plan on how it will become the leader in setting policy on matters related to universal preschool and should report to this Commission periodically.

(4) First 5 LA and LAUP should create a permanent working group comprised of appropriate staff, commissioners/board members, and each respective executive director that will:

(a) Develop a plan to formally institutionalize communication between their organizations; and,

(b) Identify areas for collaboration between First 5 LA and LAUP in order to avoid duplication of services.

A friendly amendment was added to Chair Molina’s motion by Commissioner Kaufman requesting that a revised scope of work with more specificity and measurable outcomes be submitted in either September or October.

M/S (Gloria Molina / Neal Kaufman) APPROVED AS RECOMMENDED

8. Approval of the Funding Request from the ICAN Associates in the Amount of $50,000 for Nexus X Conference Sponsorship

The ICAN Nexus Conference provides a forum to educate approximately 1,000 attendees with state-of-the-art information regarding prevention, intervention and treatment of victims of family violence. Attendees will be provided the opportunity to learn from local, state and national experts about the impact of all forms of violence within the home on children, as well as potential solutions.

The funding request by ICAN Associates meets most of First 5 LA’s guidelines and criteria put forth under the protocol for funding conferences approved by the Board of Commissioners in July 2002 but it was not submitted six months prior to the conference.

Commissioner Cooper asked if funding for this conference could be rolled into the PFF Initiative since this conference has been funded for the last three years and staff has to request funding each year. Further, Commissioner Cooper commented that this was an excellent conference that yielded excellent results. She would like for the funding process to be streamlined to reduce the redundancy of the process that staff must undergo each year.

M/S (Marvin Southard / Jonathan Fielding) APPROVED AS RECOMMENDED

9. Approval of the Funding Request from The Help Group in the Amount of $20,000 for Summit Conference Sponsorship

The Help Group is a grantee under the Community-Developed Initiatives, providing services to children with autism.

According to the proposal submitted by The Help Group, the conference will address First 5 LA’s priorities based on our Strategic Plan and our initiatives. The Conference also offers First 5 LA the opportunity to distribute outreach materials and engage in discussions with current and potential strategic partners.

The funding request by The Help Group meets all of First 5 LA’s guidelines and criteria put forth under the protocol for funding conferences approved by the Board of Commissioners in July 2002, but it was not submitted six months prior to the conference.
Commissioner Cooper strongly endorsed the conference. She inquired how the information disseminated at the conference would be made available to parents.

Commissioner Fielding stated that while he was supportive of the conference, he would like to know the funding criteria that the Commission has developed for conference sponsorship since there are so many meritorious conferences that could be funded. Commissioner Fielding inquired if the conferences needed to be tied to a specific initiative or programs.

Executive Director Martinez commented that there is a specific process that was previously developed by the Commission. The conference has to address the target population of prenatal to age five. The process also requires that the request for funding be made six months in advance of the actual conference dates.

Commissioner Tilton expressed her strong support and advocacy for the conference. The history of The Help Group in addressing special needs children is outstanding. She would like to see the evaluation report from the conference to see how parents are impacted by the information provided at the conference.

M/S (Renatta Cooper / Nancy Au)  APPROVED AS RECOMMENDED

10. Approval of the Resolution and Investment Policy Authorizing The Specific Investment of Los Angeles County Children and Families-First Proposition 10 Commission funds with the Los Angeles County Treasurer’s Office

M/S (Jonathan Fielding / Marvin Southard)  APPROVED AS RECOMMENDED

11. Approval of the Continuation of the Strategic Partnership Between First 5 LA and KCET to Support the Development and Production of the Second Season of A Place of Our Own and Los Niños en Su Casa for an Amount Not-to-Exceed $2.3 Million

Al Jerome, KCET President & CEO, provided background information on the KCEd project. The proposed Season Two budget is based on an anticipated but unallocated $2.3 million from First 5 LA, an anticipated but unallocated $4 million from First 5 California, $1 million from BP (although they have been allocated for $2 million each year for 5 years, $1 million each year is set aside for a development fund), and $87,000 from foundation grants. In addition, KCET has submitted three grant proposals (including First 5 Orange County) for additional funding worth $950,000.

Total production costs have decreased slightly in the proposed Season Two budget. Although the proposed number of episodes has decreased by 46%, the total production cost has not decreased proportionately due to fixed costs such as personnel and an increase in post production costs. Some costs, however, such as those related to the set creation are one time costs and therefore not included in the Season Two budget.

In response to the results of the formative research, KCET will tape field pieces in Spanish rather than dubbing the English versions into Spanish in Season Two, creating significant additional expenses to hire a Spanish speaking field team.

KCET will continue to produce programs centered on other topics in the early childhood curriculum including language development, mathematical concepts, science, social studies, and using the arts to development social-emotional and cognitive skills. KCET will also produce additional specific programs that help caregivers and parents partner more effectively in helping their young children grow and thrive.

Commissioners Rezvani and Cooper expressed their support for this project. Commissioner Kaufman asked why the production costs increased this year although the number of episodes
has decreased from 240 in year one to 130 in year two. Commissioner Kaufman also inquired how long KCEd would need to have State Commission as well as County Commission support. Commissioner Kaufman commented that although this question could not be answered today, thought should be given to it.

Commissioner Fielding commented that KCEd project was wonderful. He expressed his desire for an evaluation component to be added to this project. For example, how many kids were reached as a result of the programming and what impact did the programming have on the affected population? Mr. Jerome responded that KCET did not have the resources to conduct an evaluation component other than Nielsen ratings reports. Commissioner Fielding suggested having First 5 LA provide technical assistance in this area.

Commissioner Fielding also suggested expanding the programming area of health and nutrition to include such topics as second-hand smoke, childhood lead poisoning, and asthma.

Mr. Jerome commented that as part of the KCEd programming, issues such as childhood obesity and childhood diabetes would also be addressed under the area of health and nutrition.

M/S (Marvin Southard / Nancy Au) APPROVED AS RECOMMENDED

12. Public Comment

Howard Jacobs, Gay and Lesbian Adolescent Social Services
Marjorie Ginns, Los Angeles Community Child Abuse Councils
Tom Coffin, The Help Group
Jennifer Lynch, The Help Group

ADJOURNMENT

The meeting adjourned at 4:21 p.m.

The next Commission meeting is scheduled for:

   August 11, 2005 at 1:30 p.m.
   Multi-Purpose Room
   750 N. Alameda Street
   Los Angeles, CA  90012

Meeting minutes recorded by Maria Romero.