COMMISSIONERS PRESENT:

Commissioners:
Nancy Au
Jane Boeckmann
Renatta Cooper
Jonathan Fielding (Alternate)
Neal Kaufman
Don Knabe (Chair)
Marvin Southard
Maria Veloz (Vice Chair)

Ex-Officio Commissioners:
Chuck Hurewitz
Jacquelyn McCroskey
Matt Rezvani
Deanne Tilton

COMMISSIONERS ABSENT:

Commissioners:
Carolyn Wilder

STAFF PRESENT:

Evelyn V. Martinez, Executive Director
Victor Abalos, Director of Communications
Casey Beyer, Director of Government Affairs
Lisa Brabo, Director of Grants Management
Armando Jimenez, Director of Research & Evaluation
Marilyn M. Morton, Director of Management Services
Teresa Nuno, Director of Planning & Development
Angelica Herrera, Senior Staff Accountant
Maria Romero, Executive Assistant

LEGAL COUNSEL:
Craig Steele, Attorney-at-Law

CALL TO ORDER / ROLL CALL

1. Chair Don Knabe called the meeting to order at 1:37 p.m.

CONSENT CALENDAR: (Items 2 – 3)

2. Approval of Commission Meeting Minutes – September 9, 2004

   M/S (Neal Kaufman / Don Knabe) APPROVED AS RECOMMENDED

3. Approval of Monthly Financials

   M/S (Maria Veloz / Don Knabe) APPROVED AS RECOMMENDED
4. Announcements by the Chair

RECEIVED

5. Executive Director’s Report

RECEIVED AND FILED

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

- **UPK Research Symposium** – First 5 LA hosted a research symposium on universal preschool at the Downtown Marriott Hotel on October 7-8, 2004. Commissioners Renatta Cooper, Jonathan Fielding, Jacquelyn McCroskey and Matt Rezvani participated in the symposium. The event was attended by approximately 200 people and included nationally and internationally recognized early childhood experts from Arizona, Georgia, Washington DC, and Australia as panelists.

- **LAUP Board** – At the LAUP Board meeting of September 14, 2004, the announcement was made that five Board members had resigned: Wallis Annenberg, Vilma Martinez, Nancy Daly Riordan, Bill Siart, Donald Tang.

A lease offer for office space on the second floor of the new building was made to LAUP by First 5 LA. The proposed lease offer was transmitted to John Agoglia, Interim Executive Director, electronically and via mail a week prior to the scheduled LAUP Board meeting. A request was made for the lease offer to be placed on the LAUP Board agenda as an action item at the meeting held this morning. Instead, the issue was placed on the agenda as an information item. Chic McArthur, the real estate representative for First 5 LA, was present at this morning’s meeting to answer any questions from the LAUP Board members. In addition to the lease offer made by First 5 LA, three other lease options were presented to the LAUP Board for their consideration. Our proposal ranked as the highest in cost for rent.

The proposed changes to the LAUP bylaws were carried over to the next meeting scheduled for November 11, 2004.

- **First 5 Association of California** – The Executive Director and senior staff from First 5 LA will be attending the upcoming First 5 Association of California and the First 5 California (State Commission) meetings in Sacramento. The Preschool For All (PFA) Initiative is on the State Commission agenda for discussion.

6. UPDATE: State Annual Report Data

Director Armando Jimenez provided an update on the data that had been submitted as part of the State annual report. The data showed that there has been a slight decrease in the number of children served by grantees, primarily due to three major initiatives coming to an end (Child Care I, Child Care II, Home Visitations).

The data also showed that the most frequent types of direct services currently being provided by grantees were: 1) parent education; 2) community resource and referral; 3) parenting/caregiver support; 4) distribution of kit for new parents; 5) services coordination; 6) safety education injury/violence prevention; and, 7) mental health assessment or services.
Commissioner Rezvani commented that he appreciated the presentation of the data and was able to see the connection of services with the strategic plan.

Commissioner Cooper thanked Director Jimenez and the staff of the Research & Evaluation for their work and further stressed the importance of data collection.

7. Approval of the 2003-2004 Annual Report to First 5 California

Director Abalos commented that each year, staff prepares two versions of the Annual Report: 1) a report to the State Commission that provides fiscal and programmatic information in response to a Commission-designated template, and 2) a “user friendly” report that is distributed to all First 5 LA stakeholders and includes the Commission’s annual financial report, as well as significant activities and accomplishments for the year. The Board was being asked to approve the narrative part of the state annual report for First 5 LA.

Executive Director Martinez commented that in addition to the narrative section, the report would include information on grantees including the how many children were served and the amount of funding awarded to each grantee. This analytical and fiscal data would be submitted electronically on forms created and provided by the State Commission.

M/S (Neal Kaufman / Marvin Southard) APPROVED AS RECOMMENDED

8. UPDATE: The Next Five Strategic Plan Early Implementation Phase

The five-year strategic plan, Next Five, was finalized and adopted by the Commission on April 8, 2004. Staff has begun to work on early implementation activities, which includes the development of a comprehensive workplan and timeline that outlines the Commission’s approaches to implementing the goals, initiatives, values and programmatic strategies. In the five months since the adoption of the strategic plan, the Commission has made significant progress in developing initiatives and activities that incorporate the three goal areas of early learning, health, and safe children and families. In addition, staff has been working to define the advocacy and accountability approaches for First 5 LA as well as developing methodologies for balancing universal and targeted efforts, integrating existing and future Commission initiatives, and implementing the strategies of capacity building, systems improvement, and sustainability.

9. UPDATE: Partnerships For Families (PFF) Initiative

First 5 LA approved a $50 million allocation for the prevention of child abuse approximately two years ago. In August 2003, the Board approved a framework for the five-year initiative renamed Partnerships For Families (PFF). The Partnerships For Families (PFF) Initiative is a secondary prevention strategy that: 1) coordinates and fills gaps in community-level services for families at risk for child maltreatment; 2) develops and/or strengthens natural helping networks at the neighborhood level; and, 3) coordinates and promotes collaboration among and between community and County systems. The proposed framework addressed the long-standing concern of the Commission for the safety and survival of the youngest at-risk children in the County by strengthening families as well as the communities in which they live.

Children’s Institute Inc. (CII), in conjunction with their partners, Community Development Technologies Center (CDTech) and the Child Welfare League of America (CWLA), was selected as the Coordinator of the Partnerships For Families (PFF) Initiative and began work in mid-January. Initial work of the Coordination Team involved working with staff to expand upon the framework and concepts originally approved by the Commission such as the operational model, development of lead agency and community network criteria, and the geographic service delivery boundaries of the initiative.
The team also embarked on a series of activities such as the review of literature and best practices on the prevention of child abuse as well as the recent evaluations of other community-based prevention efforts and initiatives funded by major foundations. In addition, the team organized a series of dialogue group meetings centered on specialized topics such as substance abuse, the correlation between domestic violence and child abuse, and effective community building strategies. These meetings were intended as a way for the Coordinator to gather information and recommendations from community stakeholders and content experts that would lead to the development of the operational components of the initiative.

The Coordination Team has presented the preliminary operational model at several community meetings and focus groups with special target populations throughout Los Angeles County. In addition, the team has also convened a series of vetting sessions with representatives from the fields of law enforcement and domestic violence to gather additional input on the recommended implementation plan. The team received feedback from these groups and from First 5 LA staff regarding the inclusion and interface of County departments (especially DCFS referral of inconclusive cases), child abuse prevention councils, SPA councils, law enforcement, domestic violence, and existing community resources in Partnerships For Families. As a result, the Coordination Team is currently making extensive revisions to the operational model as well as developing a comprehensive theory of change that will clearly articulate the intended outcomes and activities of the initiative at the family, community and County levels. These refinements have resulted in revisions to the original timeline to include two additional months for the redesign of the model.

Commissioner Au commented her excitement about bringing the community together and looked forward to the initiative actually expanding the capacity of families. Further, Commissioner Au commented that she could not underestimate the willingness of families to be more open and receptive to services outside community services.

Commissioner Cooper questioned by the RFP process had to be moved from September, 2004 to March, 2005. Commissioner Southard responded that the Coordination Team needed to be clear on the goals of the initiative before beginning the RFP process.

10. PRESENTATION: Children’s Planning Council (CPC) Partnership

Director Teresa Nuno introduced Yolie Flores-Aguilar, Executive Director of the Los Angeles Children’s Planning Council.

Ms. Flores-Aguilar presented an update on the progress of the strategic partnership with First 5 LA highlighting major activities during the past six months. The following three goal areas of the partnership were the major highlights of the presentation.

1. To increase and improve community-based advocacy efforts on behalf of children ages 0-5 years by strengthening and utilizing the SPA/AIC Council infrastructure for community building, engagement and planning.

2. To help build a countywide commitment to outcomes for young children-including the overarching outcome of school readiness.

3. To enhance data and research efforts related to school readiness – from a community perspective – and develop needed data products related to children ages 0-5 years.

Ms. Flores-Aguilar also announced that the CPC 2004 Children’s Score Card would be presented to the public on Wednesday, October 27, 2004. The report highlights the five outcomes of child well being adopted by the County of Los Angeles: good health, social and emotional well-being, safety and survival, economic well-being, and education and workforce readiness.

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Commissioner McCroskey commented that she would like to have a discussion of the First 5 LA-CPC Partnership at a Planning Committee meeting.

13. Public Comment

None.

ADJOURNMENT

The meeting adjourned at 3:05 p.m.

The next Commission meeting is scheduled for:

November 18, 2004 at 1:30 p.m.
Multi-Purpose Room
333 S. Beaudry Avenue, Suite 2100
Los Angeles, CA  90017

Meeting minutes recorded by Maria Romero.