SUMMARY ACTION MINUTES

FIRST 5 LA

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Commission Meeting
November 9, 2006

COMMISSIONERS PRESENT:

Commissioners:
Michael Antonovich (Chair) [arrived @ 2:45 pm]
Nancy Au (Vice Chair)
Jonathan Fielding (Alternate)
Neal Kaufman
Corina Villaraigosa
Carolyn Wilder

Ex-Officio Commissioners:
Jacquelyn McCroskey
Deanne Tilton
Harriette Williams

COMMISSIONERS ABSENT:

Commissioners:
Jane Boeckmann (Excused)
Marvin Southard (Excused)

Ex-Officio Commissioners:
Matt Rezvani (Unexcused)

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:

1. Commissioner Au (Vice Chair) called the meeting to order at 1:49 pm.

CONSENT CALENDAR: (Items 2 – 3)

2. Approval of Commission Meeting Minutes – October 12, 2006
   M/S (Jonathan Fielding / Neal Kaufman) APPROVED AS RECOMMENDED

3. Approval of Monthly Financials
   M/S (Jonathan Fielding / Neal Kaufman) APPROVED AS RECOMMENDED

COMMISSION: (Items 4-15)

4. Announcements by the Commission Chair
   RECEIVED

In addition, Commissioner Au congratulated Commissioner Fielding on his official appointment by the Board of Supervisors to the Commission as the representative from the Department of Public Health effective November 23, 2006.
Commissioner Fielding announced that Cynthia Harding would be named as his alternate representative to the Commission.

(The order of the agenda items was changed. Item #5 will be discussed after Item #14 pending the arrival of Mayor Antonovich to the meeting.)

6. Executive Director’s Report

RECEIVED AND FILED

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

- **New Policy Director:** Executive Director Martinez welcomed and introduced Sacha Klein who recently joined First 5 LA as a member of the management team.

- **First 5 LA Fellows:** Executive Director Martinez welcomed and introduced the three doctoral students who represent the first class of Fellows for First 5 LA. Susana Halpine, assigned to Public Affairs, Christine Ong, assigned to Research & Evaluation, and Jeong-Kyun Choi, assigned to Planning & Development, will be working on specific projects that will advance the vision and mission of the Commission as well as sharpen the Fellows’ skills and experience.

- **Revision of Commission By-Laws:** Executive Director Martinez announced that she would be working with legal counsel on proposed changes to the Commission By-Laws. The proposed changes will be presented to the Commission for review in early 2007 as part of the revision process. Most of the changes are in the form of updates such as the formal membership appointment of the Director of Public Health to the Commission.

7. Confirmation of Executive Director’s Performance Evaluation and Consideration of Possible Performance Bonus

Legal Counsel Steele reminded the Commissioners that they have a responsibility every year to conduct a performance evaluation for the Executive Director pursuant to her employment contract.

Legal Counsel Steele reported that the Commission has completed that process. Based upon the completion of the performance evaluation, the Operations Committee has recommended that the Commission increase Ms. Martinez’ annual salary by 3% per her contract and grant her an additional performance bonus in the amount of two percent (2%) of her annual salary.

The Commission took no reportable action during the closed session but to give direction to Legal Counsel Steele to present this item in an open session meeting. As such, the recommendation is that the Commission approve the 3% salary increase and also the awarding of a two percent (2%) bonus and direct the Vice Chair to present the Commission’s evaluation to Executive Director Martinez.

M/S (Jonathan Fielding / Carolyn Wilder) APPROVED AS RECOMMENDED
8. Approval of the Revised Prenatal through Three Approach and Implementation of All
   Benchmarks Dated December 1, 2006 Through November 30, 2007 in the Action Plan
   and Their Associated Costs in an Amount Not-to-Exceed $2,135,000 from the Prenatal
   through Three Focus Area Allocation. Benchmarks included in this timeframe are in the
   following areas:

   A. Prenatal through Three Infrastructure Development  
   B. Data Infrastructure and Evaluation Design  
   C. Capacity Strengthening  
   D. Demonstration Zone Preparation  
   E. Communications Plan  
   F. Timeline and Cost Projection Development for all Additional Benchmarks

Director Nuno reported that approval was being sought for the revised Prenatal to Three
Approach and the implementation of the identified benchmarks.

The Prenatal through Three document presented to the Commissioners expands on the
previously approved “ABC’s of Baby Zones,” which detailed the Family Engagement
Point strategies of the Focus Area. This document outlines an action plan, strategies and
capacity building activities proposed to achieve implementation of the approach, as well
as the refined desired outcomes and results for the Focus Area.

Some of the actions and benchmarks outlined in the proposed Action Plan can be
performed by staff, including evaluation design, policy strategies, selection and
procurement processes and some support to the Infrastructure. However, based on
current staff resources it will be necessary to contract with consultants with expertise in
strategic content areas that support a rigorous development for the Prenatal through
Three Infrastructure, Baby Zone Demonstration preparation, completion of cost
projections and data systems design and implementation. While the overall Focus Area
will be managed internally, significant external resources will be required to carry out
the attached Action Plan.

Commissioner Au commented that it was very exciting to be at this point in this specific
project. It has been a real challenge because we have taken this opportunity to do the
Commission’s work very differently. The Prenatal through Three Focus Area is really
wanting to test this new approach. The exciting notion around this Prenatal through
Focus Area is that we are looking to really begin addressing building communities,
strengthening families and the relationship between parent and child in the context of
the child’s early development. We will probably encounter numerous obstacles and
roadblocks but will remain committed because the end goal is not only exciting but truly
achievable.

Director Nuno echoed comments previously made by Commissioner Kaufman at the
Commissioner Liaison meetings where we have been really challenged in bringing this
vision alive. The Prenatal through Three Focus Area is about a public investment in the
empowerment of families, the empowerment of communities, community strengthening
as well as changing behaviors and practices.

Commissioner Fielding commented that the investment in the Prenatal through Three
Focus Area will bring a balance in the long-term investment of First 5 LA’s commitment
children from the prenatal stage to five years of age. Based on the lessons learned from
the universal preschool initiative, we need to engage very strong community leadership
at the beginning to enable the Commission leverage funding opportunities.
Commissioner Fielding commented that he would be supportive of adding a consultant to the project with an expertise on early developmental area.

Commissioner Fielding commented that this project will be successful over time if (1) get the kind of leverage that has been very hard to find with other initiatives and, (2) to make sure that we do not wait too long when trying to make public and private policy changes.

Commissioner McCroskey commented that the Commission needed to be extremely careful in selecting its data collection goals in the communities.

Commissioner Tilton issued a challenge to this project for the allocation of resources to help engage pregnant women in prenatal care in a way that is positive and at the early stages of pregnancy.

(Mayor Antonovich arrived at the meeting.)

Commissioner Kaufman suggested separating the data collection for this project into two areas: (1) data that helps individuals and, (2) data that helps understand populations.

Commissioner Fielding suggested that the Commission approve the proposed recommendation with the understanding that staff report back on the issues raised by the Commissioners regarding data collection and the engagement of pregnant women into the project.

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


Director Brabo mentioned that at the last Commission meeting several questions were raised for which LAUP has submitted a written response. In addition, Graciela Italiano-Thomas, CEO, and Gary Mangiofico, COO, from LAUP were present to answer any further questions.

Vice Chair Au expressed concerns about the impact of the failure of Proposition 82 regarding the successful implementation of the full vision of the Master Plan and what LAUP was planning to do to expand on its future plans.

Dr. Italiano-Thomas commented that there have been ongoing conversations amongst the LAUP Board regarding the leveraging of funds. Since the failure of the proposition, there has extensive partnership building with entities such as LAUSD and First 5 LA, as well as the exploration of collaborative efforts with local and state agencies.

Vice Chair Au commented that there may be a need, in recognition of the fact that First 5 LA considers itself in partnership with LAUP, that First 5 LA should consider taking the issue of leveraging as well. Vice Chair Au stated that First 5 LA revenues will diminish over time. As such, one of the major priorities at this time for First 5 LA is the issue of sustainability. With all of our current projects, this has become one of the important priorities in the Commission’s planning and execution. Therefore, Commissioner Au would like for the Planning Committee to grapple with the issue of sustainability for LAUP. Vice Chair Au expressed that she felt the need to share the burden because the Commission’s commitment is to fulfill the mission not just LAUP’s Board.
Dr. Italiano-Thomas expressed appreciation for the Commission’s offer. The LAUP Board is very willing to continue to develop a sustainability strategy. Dr. Italiano-Thomas commented that the strong bonds that have developed between both organizations to jointly plan for sustainability. She thanked the Commission for the generous support for LAUP that has been provided during the initial phase of launching.

Vice Chair Au stated that this was probably a by-product of the wonderful dinner held for members of the First 5 LA and LAUP Board members. Vice Chair Au thanked the LAUP Board for taking the initiative in bringing both groups together.

Dr. Italiano-Thomas announced that she would be leaving LAUP at the end of December to lead the Thrive by Five Program in the state of Washington. Dr. Mangiofico has been designated by the LAUP Board as the new Chief Executive Office.

In terms of sustainability, Dr. Mangiofico commented that LAUP will be looking at a variety of potential funding scenarios including an assessment of internal operations, legislative initiatives, and working with community providers.

Commissioner McCroskey thanked Dr. Italiano-Thomas for her leadership while at LAUP and commented that the Planning Committee would be the forum for ongoing conversations the issue of sustainability, not only specific to LAUP but also in general of all Commission initiatives.

In terms of data collection, Commissioner McCroskey inquired what type of data collection was taking place by LAUP. LAUP is currently surveying its providers to see which type of data collection was being done for future alignment of data collection efforts.

Commissioner Fielding commented that it is very important for the lessons learned to be memorialized since it is the Commission’s hope that this model can be replicated all over the country. Commissioner Fielding also stressed the importance of having systematic, child-specific data collection for the future evaluation of this initiative.

Commissioner Tilton requested that LAUP provide a copy of the outreach plan for increasing the enrollment of children under the supervision of DCFS.

Commissioner Villaraigosa inquired if LAUP was planning to stress to providers the hiring of qualified and credentialed teachers in English language development although not required by State teaching standards. Dr. Italiano-Thomas commented that LAUP was committed to ensuring the provision of quality services by its providers.

Commissioner Kaufman suggested that LAUP provide a quarterly report on its leveraging efforts.

M/S (Nancy Au / Neal Kaufman)   APPROVED AS RECOMMENDED

10. Approval of the Open Grantmaking Implementation Plan Funded in Accordance with the Revised Programmatic and Fiscal Policies (November 2005) and Authorization for Staff to Proceed in its Implementation

Director Nuno reported that staff has developed an implementation plan for Open Grantmaking that details the creation of two funds that will allow the Commission to
accomplish sustainable systems change relative to the funding priorities: the First 5 LA Responsive Giving Fund and the First 5 LA Social Venture Fund.

**First 5 LA Responsive Giving Fund**: The Responsive Giving Fund is based on a responsive grantmaking philosophy of grant giving and is characterized by unsolicited grants that are responsive to the needs expressed by communities. Staff are proposing that this fund address all of the funding priorities and two of the approaches (capacity building and policy and advocacy) from the approved conceptual framework. To enable the Commission to measure its impact through this investment, staff are proposing two goals for the Responsive Giving Fund:

1. To achieve lasting and meaningful results in its community by improving the overall management capacities of a group, organization, or coalition around one or more of the identified funding priorities.

2. To increase community awareness and support for policies that improve the quality of life of children prenatal through five as defined in one or more of the identified funding priorities.

Staff are proposing that community members apply for funding from the Responsive Giving Fund through a two-step (Letter of Intent and proposal) process. Staff are proposing $15,400,000 for this fund to be allocated through four funding cycles to occur consecutively every six months. Staff will conduct a rigorous review process to ensure that successful applicants become successful grantees with the highest potential to impact the funding priority outcomes through the implementation of their capacity building and policy and advocacy activities.

**First 5 LA Social Venture Fund**: The Social Venture Fund is based on a funding philosophy of high engagement philanthropy that funds agencies and ideas in a more flexible, hands-on manner than the traditional grantee-grantor relationship. Staff are proposing that this fund address one of the funding priorities (parent’s ability to support their child’s learning) and one of the approaches (promising and scalable). This fund offers the opportunity for the Commission to pilot a new funding mechanism that will inform the creation of its next strategic plan in 2009. To that end, staff have proposed two goals for the Social Venture Fund:

1. To allow the Commission to effectively achieve positive outcomes for young children within the identified funding priority

2. To allow the Commission to pilot a new funding and monitoring mechanism in order to evaluate its effectiveness and potential use within other First 5 LA initiatives or investments

Staff are proposing $2,400,000 for the Social Venture Fund in order to implement this model of grant giving with approximately four agencies. This funding mechanism prioritizes relationship building between the funder and partner agency with the goal of accomplishing jointly developed performance measures. To that end, Program Officers and partner agencies are in constant communication and the funder maintains flexibility in order to assist the project in being maximally effective.

Following approval of the implementation plan, staff will release an RFQ for a consultant to assist staff in developing the Responsive Giving Fund. It is projected that Responsive Giving Fund materials will be released to the public on February 26, 2007 with the first cycle of grantees presented for Board approval in October 2007.
Development of the Social Venture Fund will continue as outlined in the implementation plan. It is projected that partner agencies in this fund will also begin work in October 2007.

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

11. Approval to Fund School Readiness Grantees through June 30, 2008 by:
   A. Utilizing the $28.1 million remaining First 5 LA funds allocated to SRI;
   B. Requiring grantee commitments of qualified cash match totaling $3.31 million;
   C. Requiring grantee targeted budget reductions for FY 2007-08 that total $1.8 million; and,
   D. Allocating an additional $3.26 million in First 5 LA funds

Director Brabo reported that original projections forecasted that there would be sufficient funding available from the original allocation of $67 million to fund all School Readiness grantees through June 30, 2008. However, current projections show that there will be a shortfall of $3.26 million in First 5 LA funds. This represents the worst case scenario if grantees are unable to meet 100% of their obligated cash match.

FY 2007-08 is the first year of Cycle 2, which means that the State Commission is making a second allocation of $67 million for grantee operations available to First 5 LA. Per the State Commission’s Cycle 2 Request for Funds (RFF), these funds are to be spent in equal proportions per year over four years. Therefore, only $16.75 million is available per year in State funds beginning July 1, 2007. This adjustment reduces SRI’s total maximum annual operating costs to $33.5 million. The FY 2006-07 annual operating costs are $35.3 million. To align with this policy, First 5 LA must lower SRI’s annual total operating costs by 5% by implementing targeted budget reductions. First 5 LA will endeavor to minimize the impact on programs and ensure maintenance of service.

If First 5 LA were to allocate an additional $67 million for Cycle 2, $2.5 million would need to be utilized for First 5 LA operational costs (staff time, etc.). Therefore, a maximum of $64.5 million would be available for grantee operations, which is $16.13 million per year.

Director Brabo further reported that First 5 LA staff will use a targeted approach in making grantee budget reductions to ensure that grantees are able to maintain current or close-to current levels of service. Also, Director Brabo reported that moving forward, grantees that fail to meet their cash match obligations will not be able to draw down State Commission matching funds in the amount equal to that of the unmet cash match.

The Operations Committee has reviewed and supports the proposed recommendations for addressing the shortfall.

M/S (Neal Kaufman / Nancy Au)  APPROVED AS RECOMMENDED

12. Approval of an Allocation of up to $375,000 from Research and Evaluation Funds for Support of the Parent and Child Component of the 2007 LA County Health Survey and Authorize Staff to Renew the Existing Contract with the Los Angeles County Department of Health Services

Director Jimenez reported that The Los Angeles County Health Survey (LACHS) is a population-based telephone survey that has been conducted every two years in LA...
Beginning with the 2003 Survey, First 5 LA has funded an expansion of the portion of the survey that focuses on the parents of children ages 0-5. This expansion has enhanced both the richness of data collected on First 5 LA's target population and the size of the sample of parents surveyed, which allows for better comparisons among subgroups of the population. These two enhancements have made the LACHS the most important tool that First 5 LA has for tracking population-level outcomes related to school readiness. In fact, fully half of our Commission adopted School Readiness Indicators are based on data from the LACHS. In order to track these indicators and other related data over time, our continued financial support of the survey is critical.

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

13. Adoption of Biennial Update to First 5 LA's Local Conflict of Interest Code

Legal Counsel Steele reported that 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.

The existing code has been reviewed this year, as required by law, and it has been 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.

If the proposed changes to the code are adopted by the Commission, the Board of Supervisors must approve the proposed changes as well.

M/S (Neal Kaufman / Nancy Au) APPROVED AS RECOMMENDED

14. UPDATE: Partnership for Families (PFF) Initiative

Director Nuno reported that at the June 2005 Commission meeting the Partnerships for Families (PFF) implementation plan was approved. As such, First 5 LA has established partnerships with eight lead agencies and the Department of Children and Family Services (DCFS) to provide voluntary child abuse prevention services to pregnant women and families with children younger than age five who are at high risk for child maltreatment. Original funding allocations were based on 2004 data regarding the total number of high and very high risk families investigated by DCFS in the eight geographic areas in which the lead agencies are located. In addition, original allocations were limited to the first year in order to allow time for lessons learned during planning and early implementation to be used in determining allocations for subsequent years.

Early response to PFF has been impressive. Many lead agencies report receiving more referrals than anticipated. Over three hundred high-risk women and families are currently being served by the PFF lead agencies and their collaborative partners. Furthermore, three and a half months into early implementation, 5 out of the 8 lead agencies report being at more than 50% of their capacity; of those, two agencies have already reached capacity and two are over 90%. Due to the unexpected number of referrals early on, the grantees have spent most of the first months of early implementation refining the referral process and solidifying internal processes related to the day-to-day functioning of their individual programs. Based on lessons learned in
SUMMARY ACTION MINUTES

early implementation, and in preparation for activities in subsequent years of the PFF Initiative, First 5 LA staff has recently completed a series of conversations with Commissioner Liaisons in which the following key policy decisions were reached.

1. **Continued commitment to align PFF goals with other prevention efforts in the county.** Due to various prevention efforts taking place in Los Angeles County, staff is involved in ongoing exploration of collaborative opportunities in the County. These efforts aim to: 1) prevent duplication and; 2) explore potential leveraging opportunities. More specifically, as DCFS moves forward in planning for the use of Title IV-E funds, there will need to be flexibility to refine the scope of PFF. DCFS has committed to include PFF in their planning around how to use cost savings revenue from reduced detentions. The decisions made around Title IV-E could therefore have a direct impact on PFF in the future. Staff will continue to stay abreast of and track developments across the county and the programmatic elements of each collaborative will be renegotiated annually. At that time, the scopes of work for each grantee will be crafted to include any programmatic shifts necessitated by changes at the county level.

2. **Definition of high-risk pregnancy.** The aforementioned meetings with Commissioner Liaisons resulted in a policy decision to revise the parameters for defining high-risk pregnancy so that young maternal age, in and of itself, will not be a basis for deeming a woman “high-risk”. Beginning in Year 2, only teen mothers with one or more of the other risk factors identified in the original RFP will be eligible for PFF services.

3. **Increase in funding for St. John’s Child and Family Development Center.** In Year 2 the allocation for St. John’s will be increased to $566,336. In recent conversations First 5 LA staff, Directors and Commissioners have agreed that there is a minimum level of funding necessary to successfully operate a PFF program based on the requirements set forth in the original request for proposals (RFP). As such, the amount initially allocated to St. John’s was too low to fulfill all of the components as outlined in the RFP. One contingency of this increase in funding is that St. John’s will be required to enter into paid partnerships with at least three of their collaborative partners.

4. **Refining and strengthening key programmatic elements other than direct services.** As noted, much of the initial year of the PFF Initiative has been spent preparing agencies to implement their programs, coordinating and facilitating ongoing communication with DCFS regarding the referral process and making adjustments to existing protocols based on early implementation experiences. Whereas the Year 1 activities were focused on service delivery, in subsequent years the emphasis will expand to address other core elements of the Initiative. Several focused conversations amongst First 5 LA staff and with Commissioner Liaisons have highlighted elements of the Initiative that require extensive attention. Examples include community capacity building, including fostering linkages to community supports that are not customarily considered child maltreatment prevention services, enhancing the early care and education component of the programs, potential leveraging opportunities, and expanding/strengthening the initiative evaluation.
5. Presentation of Plaque

On the behalf of the Commission, Vice Chair Au presented Mayor Antonovich with a plaque honoring his leadership as Commission Chair.

During his tenure as Chair of the Commission, Mayor Antonovich and his staff spearheaded the development of the oral health and nutrition expansion and enhancement project which received an allocation of $10 million.

The oral health and nutrition expansion and enhancement project will address critical issues that affect the healthy development of young children such as childhood obesity and dental disease by increasing access through preventative dental services, parent education, and provider trainings; conducting a public education campaign through health education and parent/community outreach; and developing a policy and advocacy strategy that supports positive oral health and nutrition goals.

To support the oral health and nutrition project, First 5 LA launched a multicultural public education campaign with the slogan “They do everything you do”, which focuses on the importance of parents communicating the values of good nutrition, exercise, and dental health by example.

15. Public Comment

None.

ADJOURNMENT

The meeting adjourned at 4:40 pm.

The next Commission meeting is scheduled for:

   January 11, 2007 at 1:30 p.m.
   Multi-Purpose Room
   750 N. Alameda Street
   Los Angeles, CA 90012

Meeting minutes recorded by Maria Romero.