

**Marin Children and Families Commission**  
**Meeting Minutes**  
**December 3, 2008**

**I. CALL TO ORDER**

Cio Hernandez, Commission Vice-Chair, called the meeting to order at First 5 Marin at 5:43 p.m., noting an absence of quorum. **(Quorum was reached at 5:50 p.m.)**

**Commissioners Present**

David Bonfilio  
Cio Hernandez  
Supervisor Steve Kinsey (arrived at 5:50 p.m.)  
John Leonard  
Frima Stewart

**Commissioners Excused**

Regina Archer  
Aideen Gaidmore  
Alicia Suski

**Staff Present**

Amy L. Reisch  
Barbara Clifton Zarate  
Michelle Fadelli  
Sunny Friedrich

**Representatives from the Community & Agencies**

Peter B. Collins, Interactive Parenting Media  
Chantal Maher, San Anselmo Co-operative Nursery School  
LaMonte' Bishop, Field Representative for State Senator Mark Leno

**II. MINUTES OF MEETING**

Cio Hernandez asked if there were changes, additions or corrections to the Commission minutes of November 5, 2008. ***Minutes were approved as submitted.***

**III. COMMISSIONER COMMENT**

David Bonfilio said he thought the grand opening of the Wellness Campus was great; traffic and parking are okay too.

John Leonard informed the Commission that a panel of economists finally declared that we are in a recession; this just confirms what we all knew long ago. The Commissioners agreed.

Cio Hernandez had a couple of items to update the Commission on:

- The first Southern Marin Project Homeless Connect was on Monday, November 17<sup>th</sup>, 2008 at the Sausalito Bay Model. About 50 people were served, among them were parents asking about services for their children. One of the usual challenges at health fairs is that if an individual has a health screen that indicates a need for follow up it is difficult to get ongoing care. At this event, however, anyone needing follow up appointments made those appointments at the Marin City Wellness Center and showed up for them too! John asked if the project had connected with the local churches that take turns providing food to the homeless. Frima Stewart indicated that she thought they worked closely together, but will follow up. Frima also announced the annual Point-In-Time homeless count will

take place on January 29, 2009. Agencies are being asked to help with this project. The effort intends to reach those marginally housed as well.

- Cio spoke about the Toys for Joy event at the San Geronimo Community Center on November 26<sup>th</sup>. Food baskets were handed out and participants could sign up to receive free Christmas toys for their children. Health screenings and free flu shots were also available. Cio explained that the record numbers of people in line to receive food were so concerned the food baskets would run out that people refused to leave the line to get screened. Health screenings had to be performed while people stayed in the food line.
- Food and Toy Drives are going on for Children and Family Services' foster kids and for Ritter House. The donations of toys and food are being collected at the Connection Center of the Wellness Campus at 4230 Kerner Boulevard, San Rafael, among other venues.

Each member of the Commission and staff introduced themselves to LaMonte Williams, aide to State Senator Mark Leno.

#### **IV. PUBLIC COMMENT**

Cio welcomed the members of the public.

#### **V. EXECUTIVE DIRECTOR/STAFF REPORT**

See the Executive Director's report for full details.

Discussion amongst staff and commissioners including the following;

- The FY2007/2008 Annual Report to the Community was passed out to all Commissioners. Michelle let all know that sets of annual reports will be available for the Commissioners to take away and set up in public areas. Michelle went on to show some highlights of the report format including a short description of the financial page.
- Amy discussed the content of a copy of a letter sent to Dr. Tom Peters and Gary Giacomini of the Marin Community Foundation. The letter was signed by all the executive directors and board presidents from the all the subsidized child care centers. Amy and the Commissioners discussed the letter at length.
- Amy updated the Commission on the policy briefs that Zero to Three is producing. One is complete with two more expected to be done by January or February 2009
- Amy updated the Commission about some activity in the media about Prop 10 money.
- The Strategic planning work groups are under way and going well. There will be a full report at the January meeting in advance of the Commission Retreat on February 6<sup>th</sup> and 7<sup>th</sup>.
- Bay Area First 5 Executive Directors will meet at First 5 Santa Clara with the new Chair of the Assembly Budget Committee, Assemblyman Kevin de León.

Cio Hernandez had some questions about items in the ED/Staff report:

- Cio wanted to know about the new Family Advocates for the Marin City School Readiness project. Amy announced that the new hires are La Tanya Wiggins and Belinda Ingraham. They will share the part time position.
- Cio asked about the Breastfeeding Coalition's public education campaign and use of the breastfeeding mother cut-outs. They were displayed at the grand opening of the Health and Wellness Campus and were a big hit. Michelle Fadelli explained some of the ongoing plans for the Breastfeeding Coalition's Media Campaign.
- Cio asked how the impact of the use of the Unnatural Causes series with the Family Advocates will be measured. Barbara Clifton Zarate said she would like to discuss an appropriate measurement tool with Cio before this HAHLI project series begins on December 11<sup>th</sup>.
- Cio asked if the Healthy Choices Healthy Communities action plans are being coordinated with the work of the Healthy Marin Partnership's needs assessment.

Barbara discussed how she is engaging in conversation with all the collaborative groups before moving forward with action plans. There is a real effort to work together and support the communities in a productive way.

- Is First 5 Marin involved with Women's Health Month activities planned for April 2009 at the Northgate mall? Frima Stewart clarified that this was a mall-initiated event and that the Medical Reserve Corp (MRC) is planning on doing health screenings.

Steve Kinsey asked for some clarification on the CHI outreach and retention team and background on how the team ended up being part of the County. Discussion continued with Amy explaining the switch of the outreach workers working at Parent Services Project to being in the County. She also explained that it was always the intention for these positions to be housed and funded by the County. Funding at current levels for these positions is not in First 5's long term plan at this time, beyond this current fiscal year. The strategic planning process will be looking at this moving forward, given the current economic picture in Marin.

## **VI. COMMISSION DISCUSSION**

### **Finance Committee Report**

David Bonfilio discussed the Finance Committee report detailing the decision-making process and work being done to move First 5 Marin's financial management out of the County's SAP system. This involves looking at a new payroll company, accounting software, and benefit package. David went on to explain that First 5 Marin needs to look for a new auditor and it is likely to increase the annual cost of the external audit. John Leonard asked about the potential to "piggy back" on another agency's 125 cafeteria plan. David and Amy explained the high cost of procuring benefits for so few staff. However, when pooling with another agency, costs can be more affordable. The finance committee will be meeting on December 17<sup>th</sup> to discuss and make recommendations on all of these things.

### **Amendment to FY0809 Budget**

Without discussion, David Bonfilio moved to pass the proposed budget amendment:

***First 5 Marin Children and Families Commission hereby increases its FY0809 Salary and Benefits budget by \$3575.47.***

### **Call for vote**

**M/S:** Bonfilio/Kinsey

**Ayes:** 5, Bonfilio, Hernandez, Kinsey, Leonard, Stewart

**Nays:** 0,

**Abstain:** 0,

**Absent:** 3, Archer, Gaidmore, Suski

### **Shared Vision Campaign and Public Policy and Education Initiative Funds**

Amy and Cio explained the three part process planned by the Shared Vision Committee for a social marketing campaign. The discussion continued at length amongst staff and Commissioners about the issues of ongoing funding, administration, oversight, and commitments from other members of the Shared Vision Committee. The memo requesting approval for funding the first stage of the social marketing campaign was amended to read: ***The Commission approves funding for the first phase of the Social Marketing Campaign up to \$35,000 in FY0809, with the clear understanding that the Commission is acting as fiscal agent for the first phase of the process and that long- term funding and governance will be shared by all the partners involved on the Committee.***

### **Call for vote**

**M/S:** Bonfilio/Stewart

**Ayes:** 5, Bonfilio, Hernandez, Kinsey, Leonard, Stewart

**Nays:** 0,  
**Abstain:** 0,  
**Absent:** 3, Archer, Gaidmore, Suski

Discussion continued with further explanation and background for the benefit of the members of the public present.

### **Healthy Families Funding Crisis and First 5 Marin**

Amy Reisch described the current health insurance situation with children in Marin and the potential impact changes to the Healthy Families program would have on them. Amy described the two options for families outlined in the memo. Barbara Clifton Zarate elaborated on the current CHI program and gave information on how other counties are planning and preparing for cuts in funding. Amy described the dilemma in the discussions that other First 5's are having (and that this Commission will have as well), namely, on the one hand, if First 5's help by funding programs that the State has cut, are we taking the State and the Federal government "off the hook"? On the other hand, can we choose not to cover the State's shortfall and make a legitimate policy decision that falls on the backs of children? It is not a new dilemma, but a particularly difficult one as need continues to grow because of the economic situation as well as the budget crisis. Discussion wrapped up with a promise of an update for the Commission in January.

### **Report from Nominating Committee and Election**

Cio Hernandez reported on the recommendation of the nominating committee, whose members were, Cio, John, Alicia, and Regina. The committee nominated Aideen Gaidmore to Vice-Chair and Cio Hernandez to Chair of the Commission, beginning January 2009.

***The motion offered is to elect Cio Hernandez to Chair of the Commission and Aideen Gaidmore to Vice-Chair of the Commission for the calendar year 2009.***

### **Call for vote**

**M/S:** Kinsey/Stewart

**Ayes:** 5, Bonfilio, Hernandez, Kinsey, Leonard, Stewart

**Nays:** 0,

**Abstain:** 0,

**Absent:** 3, Archer, Gaidmore, Suski

## **VII. FINAL COMMENTS**

- Strategic Planning Work Groups are meeting:

Ready for School: Completed its two sessions

Health: December 4<sup>th</sup>, 3:30 – 6

Marin Values Children: Fri. Dec 5 2-4:30 and Th. Dec 18<sup>th</sup> 3:30 – 6

- The Commission Retreat will be on February 6<sup>th</sup> and 7<sup>th</sup>, 2009 at the Health Campus in San Rafael.
- Small Grant Cycle is in January 2009
- Chantal Maher, from San Anselmo Co-operative Nursery School, announced the California Council of Parent Participation Nursery Schools will bring its annual conference to Marin in the year 2011.
- Peter B. Collins, from Interactive Parenting Media, handed out fliers about the radio programs Childhood Matters and Nuestros Niños. Childhood Matters is airing on a new radio station at a new time. **Saturday 9 to 10 AM on Green 960 AM.**

VIII. NEXT STEPS

IX. ADJOURN 7:16 p.m.

Next Meeting:

Wednesday, January 7, 2009

5:30PM – 7:30PM

1101 5<sup>th</sup> Ave., Suite 215, San Rafael