

Commission Meeting Minutes

Date: Wednesday, September 25, 2024
Time: 1:00 PM – 3:00 PM

Members: Chair Faris Sabbah, Jennifer Herrera, Bruce McPherson, Diane Munoz, Kimberly Petersen, Johanna Schonfield, Dr. Raelene Walker

Call to Order and Establish Quorum

Commission Member Remote Attendance Approval – Action Item

In accordance with AB 2449, Commissioners may participate in the Commission meeting remotely under the following conditions:

- Just Cause, or Emergency Circumstances
- Commission Approval

It is required that a Commission quorum be present in-person.

No commissioners participated remotely.

Review and Adopt Agenda – Action Item

M/S/P: (Commissioners (Petersen/Walker). Motion passed unanimously.

Consent Agenda – Action Item

Approve Commission June 12, 2024, Meeting Minutes
Accept Financial Report for the period ending June 2024
Accept First 5 Santa Cruz County Grant Application Tracker, 09/25/2024
Accept FY 24/25 First 5 Santa Cruz County Contracts Executed Under Executive Director Authority, 09/25/2024
Accept FY 24/25 First 5 Santa Cruz County Sponsorships report, 09/25/2024

M/S/P: (Commissioners (McPherson/Walker). Motion passed unanimously.

Community Oral Communications

The community may address the Commission on items not listed on the agenda that are within the jurisdiction of First 5 Santa Cruz County. If any member of the community wishes to address the Commission on any item that is listed on the agenda, they may do so when that item is called. Every item on the agenda welcomes public comment.

None.

Commissioner Oral Communications

- Commissioner McPherson announced that the Human Services Department is planning on bringing the Child Care Developer fees back and will be making a presentation to the Board of Supervisors at the end of October.
- Director Brody announced that an event will be held in Watsonville in which families are invited to learn the steps to be able to access the Semillitas and Cal Kids portals to connect to existing college savings accounts that have been established for their child(ren).
- The Board of Supervisors appointed Sheree Storm as a new First 5 Commissioner.

Oral Health Access Santa Cruz County 2024-2028 Strategic Plan Update – Information Item

Sheree Storm, Chief Strategy Officer, at Dientes Community Dental and Oral Health Access Santa Cruz County (OHA) co-chair joined OHA co-chair, and First 5 Santa Cruz County Executive Director, David Brody to provide an update on the OHA 2024-2028 Strategic Plan.

- S. Storm and Director Brody presented on the work that has been accomplished around oral health access in Santa Cruz County. A history of the Prop 56 initiative was shared and the effort that community partners have put forth to collectively focus on oral health in the community. Highlights included the 4 goals of Oral Health Access Santa Cruz County (OHA).
- The Public Health Division has secured grants from the State since OHA's inception to support the local oral health program using Prop 56 funds.
- A new strategic plan was launched in April 2024 with a focus on increasing access to oral health care.
- Delta Dental awarded Dientes and Salud a 5 million dollar grant to support senior oral health.

Thrive by 5 Advisory Committee Update – Action Item

Staff made a brief presentation on the activities of Thrive by 5 Advisory Committee and the Commission was asked to approve an updated Advisory Committee membership roster.

- Director Brody shared some highlights of activities as they relate to the Thrive by 5 Advisory Committee. The purpose of the Advisory Committee is to provide advice and counsel to the County of Santa Cruz and the First 5 Commission on the Thrive by 5 Initiative.
- Director Brody shared the 4 identified strategic goals and related community level impacts and indicators that have been collectively developed among the Advisory Committee membership.
- Director Brody shared that Public Health was awarded a new Child, Youth and Behavioral Health Initiative to bring in a community health worker onto the team.
- Director Brody also announced that the Advisory Committee will now serve as the community advisory board for Trauma Informed Approach (TIA) Field Nursing home visiting program, much like it already does for the Nurse Family Partnership Program.

The Commission was asked to approve an updated Advisory Committee membership roster.

M/S/P: (Commissioners (Munoz/Walker). Motion passed unanimously.

Contract Authorizations – Action Item

The Commission delegated authority to the Executive Director to negotiate, execute and amend contracts up to the amounts specified.

Vendor	Priority Area	Program	Amount
Pajaro Valley Unified School District	Early Care & Education	Quality Counts – Quality Improvement Grants	\$84,000
Encompass Community Services – Early Head Start	Early Care & Education	Quality Counts – Quality Improvement Grants	\$36,000

M/S/P: (Commissioners (Walker/Munoz). Motion passed unanimously.

City of Santa Cruz Measure Z Sugar-Sweetened Beverage Distribution Tax Ordinance Presentation and Endorsement – Action Item

A presentation was made by Martine Watkins and Sonja Brunner, members of the Committee for a Healthier Santa Cruz, and the Commission was asked to consider endorsement of the City of Santa Cruz’s Measure Z Sugar-Sweetened Beverage Distribution Tax Ordinance.

- An introduction and background to the City of Santa Cruz Measure Z was presented. It was shared that sugars from sodas are the number one source of refined sugars in the American diet and that these contribute to health impacts and chronic diseases.
- Measure Z would add a tax of two cents per ounce on distributors of sugar-sweetened beverages in the City of Santa Cruz and the First 5 Commission was asked to endorse the measure.

M/S/P: (Commissioners (Peterson/Munoz). Motion passed unanimously.

Adjourn

- Next meeting will be held October 30, 2024
- The meeting was adjourned at 1:48PM.