



Commission Meeting Minutes

Wednesday, June 24, 2020

Members Present: Chair Toni Campbell, Emily Balli, Kathy Frandle, Mimi Hall, Lisa Hindman Holbert, Bruce McPherson, Diane Munoz, Faris Sabbah, Johanna Schonfield

1) Call to Order and Establish Quorum

2) Welcome New Commissioners

- Director Brody welcomed two new Commissioners. He announced that the newest fully appointed Commissioner is Johanna Schonfield who is an Assistant District Attorney with the Santa Cruz County District Attorney's Office. Commissioner Schonfield was appointed by Supervisor Friend to the Commission. She has experience prosecuting child abuse cases, particularly in Contra Costa County. She also has volunteer experience as an advocate for children in the foster care system and won an award for that work before coming to Santa Cruz.
- Director Brody welcomed Emily Balli, the Deputy Director of the Human Services Department. Ms. Balli has been a key leader in implementing the Thrive by Three initiative in our County. He added that she already is a fantastic partner to First 5 and a strong advocate for children. Director Brody made a technical note that Ms. Balli's at-large appointment to the Commission will come before the Board of Supervisors in August. Director Brody added that while Ms. Balli won't be voting on any items on the agenda today, he wanted to take this opportunity to welcome her to the Commission.
- Commissioner Balli thanked Director Brody for the introduction and said she was looking forward to participating on this Commission and that it was truly an honor.

3) Review and Adopt Agenda

M/S/P: (Commissioner Faris Sabbah / Commissioner Bruce McPherson) unanimously moved to approve moving Item #10 of the Agenda after Item #6.

4) Consent Agenda – Action Item

- A. Approve Commission January 15, 2020, Meeting Minutes
- B. Accept Financial Report for the period ending May, 2020
- C. Accept First 5 Santa Cruz County Grant Application Tracker, 06/24/2020
- D. Accept FY 19/20 First 5 Santa Cruz County Contracts Executed Under Executive Director Authority, 06/24/2020
- E. Accept FY 19/20 First 5 Santa Cruz County Sponsorships report, 06/24/2020

M/S/P: (Commissioner Bruce McPherson / Commissioner Kathy Frandle) unanimously moved to approve the Consent Agenda.

5) Community Oral Communications

Director Brody welcomed special guest, Randy Morris, to the meeting. He added that Mr. Morris is the new Director of the Human Services Department and came to Santa Cruz County from Alameda County with a stellar reputation as a brilliant and empathetic leader. Director Brody extended his gratitude to him for making time to join the meeting.

Mr. Morris stated that his career in Human Services started in Child Welfare in Alameda County as an MSW student intern, and his supervisor was Kris Perry. He added he was in Child Welfare

from 1994-2011 and was promoted to a position in Aging and Disability. Mr. Morris added he is very aware of the “big shoes” he’s filling of Ellen Timberlake. He added that it was the plan for him to take her place as a Commissioner; however, there is an ordinance issue that interfered with his being able to be on the Commission since he does not reside in Santa Cruz County.

6) **Commissioner Oral Communications**

Commissioner Sabbah updated the Commissioners on his work with county school districts and Cal Care providers to interpret the guidance that they have received from the state. Mr. Sabbah said that we are entering a very complex and challenging time when it comes time to open the schools. He added that work is being done to bring people together. He added that both childcare providers and the schools will need to continue to work together as a community with the First 5 Commission and staff to help bring as much consistency and clarity to the programs and services that are offered. He added that there’s a lot of concern about what the schools are going to look like when they open in the fall and a huge need for childcare at that time.

Commissioner McPherson welcomed the new commissioners and Randy Morris. He added that Director Morris is doing a great job filling Ellen Timberlake’s “big” shoes. Commissioner McPherson pointed out how effective Randy has been in the continuation of the Human Services Department working with the Health Services Agency.

Commissioner Hindman-Holbert reflected on the recent passing of Allison Endert. She added that Allison was an advocate for social justice, and it was because of Allison Endert that the Nurse Family Partnership was formed in Santa Cruz County. She said it was Allison who contacted Commissioner Hindman-Holbert and asked her to submit her application to be on the First 5 Commission. Chair Campbell added that Allison’s passing was a great loss, not only to her family and friends, but also to the County of Santa Cruz.

7) **Executive Committee Elections – Action Item**

The Commission elected the Chair, Vice Chair and Secretary for the 2020-2021 year.

M/S/P: (Commissioner Bruce McPherson / Commissioner Kathy Frandle) unanimously moved to elect Commissioner Toni Campbell as Chair, Commissioner Faris Sabbah as Vice Chair, and Commissioner Mimi Hall as Secretary,

Commissioner McPherson said that we have a great thing going here, which is due to Chair Campbell. He went on to nominate a slate of candidates with Toni Campbell as Chair, Faris Sabbah as Vice Chair, and Mimi Hall as Secretary. He added that it’s been a tremendous team effort, and he said he was really pleased to be associated with First 5 Santa Cruz County.

8) **First 5 Santa Cruz County Strategic Plan and Long-Term Financial Plan – Action Item**

Nicole Young provided a quick refresher about the planning process of the Strategic Plan. She said that the process was started in the fall with the goal to articulate a collective vision for a countywide early childhood system of care.

Ms. Young highlighted the key, strategic questions that were used throughout the entire process.

- What is **First 5’s role** now, and what does it need to be in the future?
- How can First 5 utilize its strengths to make **investing in the early childhood system of care** the easy and obvious choice?
- What **opportunities** should First 5 pursue (or create) that would strengthen the early childhood system and enable First 5 to sustain, or even grow, its resources?

Ms. Young added that the process went through various phases, starting with the Landscape Analysis. She said that community trends were studied, there were staff discussions/analyses, fiscal analysis, and key stakeholder input.

In the middle of the planning process, the pandemic hit, and the planning team had to re-examine the context/landscape. Although it did not change First 5's priorities, it did sharpen the focus on immediate crises, such as gaps/inequities in access to basic needs, economic security, childcare for both families and ECE providers, and exposed systemic inequities in the early childhood system.

Director Brody stated that our long-term financial plan shows our anticipated revenue sources and anticipated investments by priority area.

He noted the following key points of the plan and biggest immediate changes in anticipated expenditures:

- Suspension of the Reading Corps program;
- Reductions in our SEEDS program as we convert to virtual formats and work to integrate the work within the Quality Counts framework;
- Shifting the Reading Corps Program Manager Function into a Program and Communications function within the Equitable, Sustainable Early Childhood System Priority area

Director Brody stated that no cuts were made to our primary community partners during the first two years of the plan. He felt that it was very important that we put a plan forward that does not cut those partners given the financial pressure they are facing related to the COVID-19 Crisis.

Director Brody added that a vital component of the strategic plan is the long-term financial plan. By law, First 5 is required to maintain a long-term financial plan adopted by the Commission. He noted that one of the plan's first assumptions is that Proposition 10 revenues, tobacco tax revenues, will continue to decline, and to deal with this decline, First 5 has to diversify its revenue sources. Director Brody noted that since the 14/15 fiscal year, which was his first full year as Executive Director, the agency has increased non Prop 10 Revenue from 29% to just under 50% of total revenue in the 19/20 budget.

Commissioner McPherson complimented and thanked Director Brody and staff for the very realistic and thorough presentation. He stated that we have to realize what's ahead of us, with some wins and some losses. He gave credit to David and the staff for keeping us on the right track

Chair Campbell wanted to address the new commissioners regarding the phrase in the plan that First 5 has largely exhausted the fund balance. She added that it has been more than ten years that we have deliberately been doing that. In the first years we tried to figure out the most sensible way to move forward with what we had and at one point we planned on the prudent amount of a reserve to hold. Chair Campbell asked that with the the potentially impactful loss of the Packard Foundation money, where else are we looking for support. She suggested the Santa Cruz Community Foundation considering the work they have been doing over the past several months. Director Brody stated that the Foundation did provide \$34,000 in the current fiscal year with a mix of private individuals in support of the SEEDS program. Director Brody said that First 5 has received a lot of the new funding from organizations like Sunlight Giving and the Monterey Peninsula Foundation. He added that he feels a reasonable degree of optimism that we will connect with new philanthropic partners. He added that the projected new grant revenue in the plan is a challenge but not an unattainable goal.

Ms. Young shared Commissioner Hall's comments in the chat, who said she really appreciates the work and thoughtfulness that went into the continued focus on equity.

Commissioner Munoz stated that the report is very comprehensive, and she could tell that a lot of time was spent thinking about all the different facets of what First 5 is doing for the community. She stated her concern that the rate of poverty in our county is so high at 23.8% and how that rate affects the children. Commissioner Munoz said she really appreciated that the funding for early care and education programs would continue.

- A. Staff was directed to forward the Strategic Plan and Long-Term Financial Plan to First 5 California and the County of Santa Cruz.

M/S/P: (Commissioner Bruce McPherson / Commissioner Kathy Frandle) unanimously moved to adopt the First 5 Santa Cruz County Strategic Plan and Long-Term Financial Plan and direct Staff to forward it to First 5 California and the County of Santa Cruz.

9) 2020-2021 Budget – Action Item

- A. The Commission approved the First 5 Santa Cruz County Fiscal Year 2020-2021 Budget in an amount not to exceed **\$3,310,687**.
- B. The Commission finds that the contracts for fiscal year 2020-2021 continue to meet the factors described in its sole source contracting policy section 1.b relating to contractors' expertise being vital to the provision of services. The Commission delegates authority to the Executive Director to negotiate, execute, and amend contracts up to the amounts specified.

I. Operating Expenses – General Admin/Program Support/Evaluation

- a. Approval of contract with the United Way of Santa Cruz County for First 5 Administrative, Program Support and Evaluation between July 1, 2020 and June 30, 2021 in an amount not to exceed **\$625,035**.
- b. Approval of FY 2020-2021 professional services contracts in amounts not to exceed:

Vendor	Goal Area	Program	Amount
Harshwal & Company LLP	Administration	Financial Audit	\$15,350

II. Strategic Priority Investments

- a. Approval of contract with the United Way of Santa Cruz County for First 5 Strategic Priority Investments between July 1, 2020 and June 30, 2021 in an amount not to exceed **\$1,271,875**
- b. Approval of FY 2020-2021 community grants and professional services contracts.

M/S/P: (Commissioner Lisa Hindman Holbert / Commissioner Kathy Frandle) moved to approve the:

1. **First 5 Santa Cruz County Fiscal Year 2020-2021 Budget in an amount not to exceed \$3,310,687,**
2. **Contract with the United Way of Santa Cruz County for First 5 Administrative, Program Support and Evaluation between July 1, 2020 and June 30, 2021 in an amount not to exceed \$625,035;**
3. **FY 2020-2021 professional services contract for Harshwal & Company LLP in the amount of \$15,350 for the Financial Audit;**
4. **Contract with the United Way of Santa Cruz County for First 5 Strategic Priority Investments between July 1, 2020 and June 30, 2021 in an amount not to exceed \$1,271,875;**
5. **FY 2020-2021 community grants and professional services contracts in amounts not to exceed:**

Vendor	Priority Area	Program	Amount
Go Kids, Inc.	Early Care & Education	QRIS	\$103,000
Pajaro Valley Unified School District	Early Care & Education	Raising A Reader	\$185,595

Vendor	Priority Area	Program	Amount
Lucille Packard Children's Hospital Stanford	Healthy Children	Neurodevelopmental Foster Care Clinic	\$85,500
Social Solutions	Early Childhood System	Apricot	\$17,408
Applied Survey Research	Early Childhood System	Thrive by Three	\$15,000
Health Improvement Partnership	Early Childhood System	Thrive by Three	\$35,000
Optimal Solutions Consulting	Early Childhood System	Thrive by Three	\$17,400
Health Services Agency	Thriving Families	Families Together	\$33,977
Human Services Department	Thriving Families	Families Together	\$452,190
Community Bridges	Thriving Families	Triple P	\$270,130
Miller Maxfield	Thriving Families	Triple P	\$8,500
Optimal Solutions Consulting	Thriving Families	Triple P	\$71,500
Subvertical, LLC	Thriving Families	Triple P	\$25,200
Triple P America	Thriving Families	Triple P	\$78,026

Commissioner Lisa Hindman Holbert recused herself from Item #9.

10) Convene Public Hearing on 2018/2019 First 5 California Annual Report – Action Item

Director Brody presented the 2018/2019 First 5 California Annual Report for the Commission's acceptance.

M/S/P: (Commissioner Johanna Schonfield / Commissioner Bruce McPherson) unanimously moved to accept the 2018/2019 First 5 California Annual Report.

11) 2020-2021 Commission Meeting Calendar – Action Item

The Commission approved the 2020-2021 meeting calendar.

M/S/P: (Commissioner Diane Munoz / Commissioner Bruce McPherson) unanimously moved to approve the 2020-2021 meeting calendar.

12) Update First 5 Santa Cruz County COVID-19 Response – Information Item

Director Brody updated the Commission on First 5 Santa Cruz County's COVID-19-related activities. He stated that the First 5 California Commission authorized an initial \$4 Million in emergency allocations. Those funds were used specifically to purchase diapers, baby wipes, and surgical masks. He expressed his thanks to the COE and particularly to Sita Moon who helped manage the emergency distribution in the parking garage below the COE building on Encinal. In addition, First 5 organized an Emergency Response Fund for child care programs, providing financial incentives to programs that remained open during the pandemic. The first round of funding went to providers who remained open as of May 2020 to provide childcare to children of essential workers and at-risk populations. Also, a second round of funding will go to

providers who have remained open to serve children of families of all sectors who can go back to work under the modified shelter in place orders. He added that the distribution of emergency supplies went to 167 childcare provider sites. There is still a demand for this type of support, and we are very grateful to First 5 CA for the initial supplies. Director Brody said there was also going to be another larger distribution from the \$4 million and possibly a second much larger allocation of \$8 million from First 5 CA. These additional supplies coming to our county will be distributed with a priority for childcare and the remaining for community distribution.

Commissioner McPherson expressed his thanks and appreciation to all the county staff who put in extra hours to extend services to those in need. He recognized the tremendous pressure on our health officer, Dr. Gail Newell, dealing with the ever-changing guidelines from the State. He added that Dr. Newell and Health Services Director, Mimi Hall, have done a phenomenal job keeping Santa Cruz County one of the safest and healthiest counties in the State.

Director Brody added that the First 5 team responded in an extraordinary way to the shift to remote work and to creating remote learning opportunities for the childcare community. He specifically recognized Vicki Boriack who took real leadership with the First 5 team on the supply distribution. He added it was commendable and gratifying to see the way First 5 staff collectively stepped up in this crisis, and the fantastic work everyone is doing collectively as a county.

Director Brody stated that First 5 received a grant in the amount of \$30,000 from the Central California Alliance for Health for the COVID-19 Response Fund to distribute similar items, like diapers and baby wipes but also infant formula and baby food with a priority to the Medi-Cal population. Our goal is to get supplies to our community partners to distribute directly to community members in the month of July. He said we also received a grant from Sunlight Giving's Grantee Rapid Response Fund in the amount of \$25,000.

13) Adjourn

The meeting was adjourned at 2:57 pm.