



California Children and Families Commission Meeting

October 27, 2022

DRAFT MEETING MINUTES

Agenda Item 1 – Opening Remarks

Chair Pérez called the meeting to order at 10:01 a.m.

Commissioners Present: Giannina Pérez
 Shana Hazan
 Mayra Alvarez
 Elsa Jimenez
 Molly Munger
 Lori Risso

Ex Officio Member Present: Marko Mijic

Commissioner Absent: Jackie Majors

Announcements

Jackie Thu-Huong Wong, Executive Director, opened the meeting by leading the Tribal Land Acknowledgment, and then turned to Chair Pérez to make announcements.

Chair Pérez began her remarks by announcing that this would be Commissioner Munger's final meeting and thanked her for her many years of service in the field, especially as a member of the Commission. Commissioner Alvarez thanked Commissioner Munger for her leadership and expertise. Vice Chair Hazan echoed the statements from both Chair Pérez and Commissioner Alvarez.

Jackie Thu-Huong Wong, Executive Director, First 5 California

Ms. Wong began her remarks by also thanking Commissioner Munger for her years of service and her guidance on the Commission. She presented the Executive Director's report to Commissioners.

Commissioner Jimenez commented that she appreciates the presentation of the Executive Director's report, as it gives insight to both Commissioners and the public as to what Ms. Wong and F5CA staff believe are some of the more important updates.

Avo Makdessian, First 5 Association Executive Director

Mr. Makdessian introduced himself to the Commission as the new Executive Director of the First 5 Association and the First 5 Center of Children's Policy. Mr. Makdessian spoke about partnership strategies between F5CA and the Association.

Advisory Committees

Vice Chair Hazan brought up discussions from the Legislative Advisory Committee meetings and noted there is conversation about how to involve newly elected officials in the work of F5CA.

Agenda Item 2 – Public Comment

No public comment.

Action Item 3 – Consent Calendar

MOTION/ACTION: Vice Chair Hazan moved to approve the Consent Calendar. The motion was seconded by Commissioner Alvarez.

VOTE: Commissioners approved the consent calendar.

Commissioner Alvarez asked to rescind her motion in order to ask a question about the California Health Interview Survey (CHIS).

MOTION/ACTION: Vice Chair Hazan made the motion to rescind the vote. The motion was seconded by Commissioner Alvarez.

VOTE: Commissioners voted to rescind the previous action.

MOTION/ACTION: Chair Pérez made the motion to approve the consent calendar aside from the CHIS item. The motion was seconded by Commissioner Risso.

VOTE: Commissioners approved the consent calendar.

Commissioner Alvarez asked for clarification regarding the funding of CHIS. She thought the item showed a decrease in funding. Gretchen Williams, Research Data Specialist III, explained that the funding actually increased, not decreased.

MOTION/ACTION: Commissioner Munger moved to approve the CHIS item. The motion was seconded by Commissioner Jimenez.

VOTE: The motion was approved by the Commission.

Information Item 4 – Bagley-Keene Open Meeting Act Training

James Lindsay, Chief Legal Counsel, provided a training to the Commission on Bagley-Keene Open Meetings Act rules as they pertain to Commission proceedings.

Discussion

Chair Pérez asked about the rules regarding closed session meetings. Mr. Lindsay explained that the process is similar to other public meetings, in that a public notice must be posted, and any action taken must be reported out after the closed session meeting. Vice Chair Hazan asked what kinds of items would warrant reoccurring closed session meetings, and Mr. Lindsay responded that there aren't many items, but one example is litigation. He further elaborated that many of the types of items that qualify for closed session meetings are more specific to certain agencies, and do not apply to F5CA. Commissioner Alvarez asked if Commissioners could make any topic a closed session meeting. Mr. Lindsay said no and explained that only items that fall under the outlined categories could qualify for a closed session meeting.

Public Comment

None.

Information Item 5 – Advisory Committee Structure

Mr. Lindsay explained the different types of committees and presented options for possible advisory committee configurations. He facilitated a discussion among Commissioners about how they would like to structure future advisory committees.

Discussion

In regards to the Public Education and Outreach (PEO) Advisory Committee, Vice Chair Hazan asked if there was any possibility of moving into closed session for certain items in order to protect proprietary information. Mr. Lindsay responded that it would not be allowed due to Bagley-Keene rules. Commissioner Alvarez noted that she would like the PEO committee meetings to stay public despite these issues so that members of the public can engage in conversation, rather than having Commissioners “rubber stamping” projects. Commissioner Jimenez responded that she is in favor of not having PEO meetings open to the public due to the additional work for F5CA staff and so that the meetings are compliant with Bagley-Keene. She also noted that there is an opportunity at the beginning of every Commission meeting to make the public aware of what is being discussed in committees, and that she would like more Commissioners to take advantage of that time provided. Commissioner Munger noted that there are some committees that should not be open to the public because they would lose the ability to discuss certain topics with a level of depth, and that the committees could no longer be advisory in nature. Chair Pérez noted the Commission meets far less than other commissions or boards, and she proposed that F5CA hold six regular public meetings per year and hold one Commission Retreat each year. Commissioner Risso agreed that she would like to have more meetings, and that she would also appreciate a more active role on advisory committees. Vice Chair Hazan also agreed

with the idea of six public meetings per year and noted that she would like for at least two of the meetings to have a focus on public engagement. Commissioner Jimenez asked if there was a recommendation from the staff, and Mr. Lindsay responded that the goal of this discussion was to get an idea of what Commissioners were looking for, and that staff would come to the next scheduled Commission meeting with a recommendation based on what Commissioners suggested. Commissioners generally agreed to creating three advisory committees based on F5CA's priority areas; keeping the structure of the Executive Advisory Committee the same, but combining it with the Strategic Planning committee; and possibly considering having larger committees for PEO and the Legislative (Public Policy) Advisory Committees, but creating smaller subcommittees within each to discuss topics that are best initially discussed/strategized internally.

Information Item 6 – Financial Update

Marcia Thomas, Director of Fiscal Services, provided an update on F5CA's financial status.

Discussion

Chair Pérez asked for clarification on the 17% decrease in revenue, and Ms. Thomas responded that there seemed to have been some timing issues with information provided by the California Department of Tax and Fee Administration, and that it may account for some of the difference. She stated staff may be able to fully evaluate the decrease at the next scheduled Commission meeting.

Public comment

None.

Information Item 7 – Public Education and Outreach Campaign Update

Sara Bachez, Deputy Director, External Governmental Affairs Office, introduced staff from Rescue Agency who then provided an overview of the new bridge campaign, *Dragon Song*, including the foundational research that was conducted to help inform the path forward for the new campaign that launched in October 2022, along with the campaign strategy, creative, and media activity.

Discussion

Chair Pérez stated that she is excited about this campaign and asked about how F5CA partners are being engaged. Ms. Bachez responded that information and responses from focus groups are shared with state partners at taskforce meetings. Vice Chair Hazan also asked about alignment, more specifically about advertising in San Diego, since historically First 5 San Diego has asked that F5CA not advertise in that county. Ms. Wong responded that this agreement is still in place, but that staff can check in with First 5 San Diego about this campaign specifically.

Vice Chair Hazan asked for more information about influencer marketing. Brandon Tate from Rescue Agency explained the process of curating and vetting in order to find the right influencers to convey F5CA messaging on platforms like Instagram and TikTok.

Commissioner Alvarez emphasized that this campaign is a “bridge” to the larger campaign beginning next Spring and asked how F5CA plans to take the lessons learned from the bridge campaign to apply them to the next one. Mr. Tate explained the steps they have taken to evaluate this campaign and noted that Rescue will be able to present findings from their qualitative studies at the next PEO meeting in November. Commissioner Jimenez noted that it is important to pay attention to which images are being shown in certain areas. She stated she is concerned that showing only families of color in rural areas might be problematic because they run the risk of perpetuating harmful stereotypes. Mr. Tate responded that only two videos and a few assets were presented to the Commission, but that there is a whole body of work that includes other types of content, and that Rescue Agency is mindful of targeting and making sure the message is being tailored to diverse audiences.

Public comment

None.

Action Item 8 – Improve and Maximize Programs so All Children Thrive Legacy

Erin Dubey, Education Administrator, presented the item to request authorization to fund Improve and Maximize Programs so All Children Thrive (IMPACT) Legacy, which builds upon the conceptual design presented to the Commission on July 28, 2022, and incorporates input from F5CA leadership, the Program Advisory Committee, First 5 county commissions, and other partners.

Discussion

Commissioner Munger opened the discussion by asking if Commissioner Majors, who is a member of the Program Advisory Committee, had any comments from previous discussions. Ms. Wong responded that Commissioner Majors is generally in support of IMPACT.

Commissioner Munger raised concerns about the dollar amount proposed if it is only maintaining the program and not introducing any new components. Commissioner Alvarez noted that one of the most important parts of IMPACT is that it provides flexibility in funding different programs to suit the unique needs of each community. Commissioner Alvarez asked about how the regional structure would look, especially with regards to budgetary concerns at the local level. Ms. Dubey explained that there would be one fiscal lead in each of the ten regions and one for the Tribal Care Association, and that the fiscal lead agencies would be First 5 county commissions. She also noted that the current plan is to have a minimum amount of funding going to each county based on the formula used for IMPACT 2020.

Commissioner Risso asked for the reasoning behind giving the program a four-year duration instead of a three-year duration. Ms. Dubey responded that there is still a lot of work to do, and the goal is to maintain the infrastructure and set up the regions to move on to more stable funding streams in the future. Vice Chair Hazan raised concerns about funding a large program like IMPACT for the amount of time proposed when it is unclear what the Commission's financial status will look like in four years. Commissioner Jimenez brought up that the proposed budget was included in the projections shown in the financial update item earlier in the meeting.

Public Comment

Alexis Duffy, First 5 Shasta: Ms. Duffy gave her support for the continuation of funding for IMPACT and emphasized the importance of the program at the local level. She also urged Commissioners and F5CA staff to continue listening to local leaders to make sure their needs are being met.

Wendi Mahaney-Gurahoo, First 5 Santa Clara: Ms. Mahaney-Gurahoo gave her support for the program and explained the impact that it has had on Santa Clara county specifically. She continued by outlining some of the projects and programs the county would like to continue should the funding be approved.

Meghann O'Connor, San Diego County: Ms. O'Connor gave her support for IMPACT and emphasized the importance of the funding for her community. She noted that this funding is vital to moving forward and supporting the infrastructure of early child care in San Diego County.

Kathi Guerrero, First 5 El Dorado: Ms. Guerrero gave her support for IMPACT, and noted that the investment has been pivotal in extending quality standards across all counties in the state, and that regionalization has encouraged learning, mentoring, and supporting counties who are new to early learning and quality improvement work.

Heather Hernandez, First 5 Riverside: Ms. Hernandez gave her support for IMPACT and urged the Commission to continue investments in a quality improvement system for early learning and care settings. She talked about the work her region was able to accomplish with the funding.

Kevin Dieterle, First 5 Los Angeles: Mr. Dieterle gave his support for IMPACT and talked about some of the ways this type of funding supports the early learning community at the county level.

Nicole Hinton, First 5 Modoc: Ms. Hinton gave her support for IMPACT and explained that despite having one of the smallest counties in the state, Modoc has been able to work with other partners to make a significant difference in the community.

Francine Rodd, First 5 Monterey: Ms. Rodd gave her support for IMPACT, noting she understands the decision is difficult from a fiscal point of view, but recognized that the funding is incredibly important to communities across the state. She asked the Commission

to approve the funding, but to also continue to work and think through the regionalization aspect.

Molly DesBaillets, First 5 Mono: Ms. DesBaillets gave her support for IMPACT, noting that the program has helped build relationships with families, children, providers, and agencies. She also mentioned that she hoped to be a resource for F5CA as they continue to plan for the implementation of the funding.

Fabiola Gonzales, First 5 Fresno: Ms. Gonzales gave her support of IMPACT and mentioned that there are many stories to be shared about families and communities that have had their lives changed in terms of how they looked at early care and education, and that it is all because of the IMPACT program.

MOTION/ACTION: Chair Pérez moved to approve \$125,828,000 over a four-year period from the Child Care, Education, and Research and Development accounts to fund IMPACT Legacy and expand access to quality early learning and care. The motion was seconded by Commissioner Alvarez.

VOTE: The motion was unanimously approved by the Commission.

Action Item 9 – Adjournment

DISCUSSION: None.

PUBLIC COMMENT: None.

MOTION/ACTION: Commissioner Risso moved to adjourn. The motion was seconded by Vice Chair Hazan.

VOTE: The motion was unanimously approved by the Commission.

Chair Pérez adjourned the meeting at 4:13 p.m.

The next scheduled Commission meeting is January 19, 2023.