



**February 27, 2006 Commission Meeting
Minutes**

Commission Members Present in Ukiah:

Carol Mordhorst Tammy Scott Diane Pauli
Paul Tichinin Jeremy Mann

Commission Members Present in Fort Bragg:

Betty Smith
Lucresha Rentería

Staff Present in Ukiah:

Anne Molgaard, Executive Director
Tami Jorgensen, Executive Assistant
Stacey Kolsrud, Health Policy Coordinator
Sabra Lughart, Community Outreach Coordinator
Jennefer Wright, Office Assistant
Nina deCordova Wright, Program Officer

Others Present in Ukiah:

Cathy Ferron, Evaluator

I. Welcome and Introductions by Chair Dr. Jeremy Mann

II. Public Comment on Non-Agendized Items

No comments were made.

III. Consent Calendar

- A. Approve Agenda
- B. Approve Draft Minutes of 11/28/05 Commission Meeting
- C. Approve Credit Card Procedures and Credit Card Acceptance

Per Commissioner Smith's request, changes will be made to November's minutes for the Community Outreach Report. Head Start will be changed to Early Head Start, and Congressman Mike Thompson's visit will be included.

Motion to approve the Consent Calendar, including amendments to the minutes. Motion/Scott, second/Pauli. (Mann, yes; Mordhorst, yes; Rentería, yes; Tichinin, yes; Scott, yes; Smith, yes; Pauli, yes) Passed.

IV. Business Items

A. Reports

1. Director's Report

Director Anne Molgaard explained and clarified the various items in her written report.

2. Community Outreach Report

Media:

Sabra Lughart reported that we have had inquiries from several newspapers about the initiatives FIRST 5 supports. This is a positive response to FIRST 5's media efforts. The Willits News contacted us about a report on The Special Needs Project. The Ukiah Daily Journal inquired about a report from the statewide Resource and Referral Network. We arranged for a photo opportunity of one of our CARES recipients who has a waiting list. The Ukiah Daily Journal also responded to our Annual Report and had an interview with Anne and Dr. Mann about FIRST 5's own first five years.

Outreach:

The Help is on the Way Brochure has been printed. Copies were sent to Commissioners on the coast and handed out at the Ukiah meeting. We printed 1500 brochures and will update the current information in six months. Please feel free to make further comments and suggestions. Feedback is appreciated.

FIRST 5 distributed The Kit for New Parents at The Winter Workshop and distributed an informational flyer at Small Town Christmas regarding "great giving suggestions."

Kit For New Parents:

We are in our second phase of distribution for the Kit For New Parents. We have made presentations to pediatric and family practice doctors in Fort Bragg, Ukiah, and Willits. We have received valuable suggestions and feedback.

Children's Action Committee (PCCY/CAC):

The Children's Action Committee is a subcommittee of PCCY whose goal is to increase awareness of and prevent child abuse. We registered the domain name for the website affiliated with the project as Mendocinokids.org. The group also recently wrote its first Mission Statement:

To engage our community to prevent child abuse & neglect
through public awareness and to ensure our children
are safe & healthy in mind, body, & spirit.

CAC is working closely with John Durringer, our filmmaker and editor, on editing the video on child abuse and prevention. This work is funded through the Tobacco Settlement Advisory Committee grant. We are finishing part two of the video on "How you can help." The video will be presented to the Children's Action Committee for review on March 2, 2006. If there are no further delays, we will present it to the Commission on March 27th.

TV Turn Off~Turn On Life Week

We are currently organizing Turn Off TV~Turn On Life week, which will be from April 24th-30th 2006. The theme this year is Nutrition and Fitness. We are currently recruiting a coastal coordinator who will collaborate with Julie Silverstein in Point Arena.

3. Access to Health Care – Stacey Kolsrud

Laytonville Healthy Families Pilot

- With information Laytonville, we have submitted our suggestions to the Planning and Policy Committee of the Children's Health Initiative. Our recommendations include: having a strong relationship with the Department of Social Services (DSS) to make sure

that a family found ineligible for Healthy Families is contacted by DSS about Medi-Cal; installing an accurate tracking and referral system, and having a county-wide understanding of Healthy Kids Mendocino.

Countywide Expansion—Healthy Kids Mendocino (HKM)

- In early December, we received word that we were awarded a \$150,000 implementation grant from the California Healthcare Foundation. Articles celebrating this accomplishment were published in area papers.
- The Healthy Kids Mendocino logo is finished! A special “Thank you” to Commissioners Smith, Rentería and Tichinin for their help in finalizing the logo.
- We are in the process of creating a flyer and brochure about Healthy Kids Mendocino to be distributed during Kindergarten registration.
- HKM presentations were made at the Superintendent’s Meeting, the Workforce Investment Board and the Round Valley Chamber of Commerce.
- Lily Caravello, the Outreach, Enrollment, Retention and Utilization Coordinator, held her first Certified Application Assistant meeting in January to discuss updates to ease the application process and to brainstorm about possible outreach sites and strategies. Another training was held on February 28, 2006 to teach the assistants the basics of the CalKids application process.
- At our January meeting of the Planning and Policy Committee the results of the study conducted by the California Institute for Rural Studies to study enrollment and retention patterns in Mendocino County was presented and the Executive Summary was presented.
- In effort to continue our fundraising efforts for Healthy Kids Mendocino, we are putting together a team to walk/run in the Human Race with the proceeds going the Healthy Kids Mendocino fund we set up at the Community Foundation.

The HKM fundraising reception at the UVMC Pavilion on Sunday, March 26, 2006 from 2:30 – 4: 30 pm. Stacey sent a Save the Date to Commissioners.

AmeriCorps VISTA

- Recruiting for this round was difficult. We have offered the position to a woman from Michigan and are waiting for her response.

Community Meetings

- Stacey has been attending the Children’s Health Committee meetings and helping with the planning of the 5th Annual Whole Child Conference to be held on April 8, 2006. She, with the help of Commissioner Scott, is working on staffing childcare for the event.

4. Fiscal Report

a. After review and discussion, motion made to approve the October, November, and December 2005 Fiscal Reports. Motion/Tichinin, second/Scott. (Mann, yes; Mordhorst, yes; Rentería, yes; Scott, yes; Smith, yes; Tichinin, yes; Pauli, yes) Passed.

b. After review and discussion, motion made to approve recommended 2005-06 Budget Modifications. Motion/Mordhorst, second/Pauli (Mann, yes; Mordhorst, yes; Rentería, yes; Scott, yes; Smith, yes; Tichinin, yes; Pauli, yes) Passed

B. Evaluation

Cathy Ferron of Ferron & Associates reported on the progress of 12 of 14 of our grantees. She organized these reports according to the desired outcomes accepted by FIRST 5 Mendocino in November of 2004. Each grantee's progress was documented according to these goals, as well as various barriers to completion that are being experienced. Cathy made special note of two grantees, SPACE and MFYS Kids Ready for Kindergarten; both are having an obvious positive impact on our county's youth for a relatively modest expenditure.

C. Human Race Support

Stacey Kolsrud, having reviewed the Commission's suggestions from November's meeting, offered a list of possible incentives to increase participation in the Human Race by those who will walk for Healthy Kids Mendocino while focusing our energy on 0-5.

Motion to match up to \$50 in sponsorships per participant on the Healthy Kids Mendocino team, not to exceed \$2,500. Motion/Scott, second/Rentería (Mann, yes; Mordhorst, yes; Rentería, yes; Scott, yes; Smith, yes; Tichinin, yes; Pauli, yes) Passed

D. Early Mental Health

Nina reported briefly on an upcoming phone appointment with The California Endowment; a successful start to Triple P training; and the assignment of AmeriCorps Jennefer Wright to assist the Early Mental Health Initiative half time.

Commissioner Smith remarked on the importance of training mental health professionals to work effectively with early childhood educators. Local evaluator Cathy Ferron agreed, citing a successful program in the Bay Area that included training in child care settings for mental health professionals trying to develop expertise in children ages 0 to 5.

Commissioners then considered whether to approve a draft contract with Early Mental Health evaluators Dr. Barbara Mitchell and Dr. Ann Mastergeorge. The motion to approve the contract was made by Commissioner Pauli, and seconded by Commissioner Tichinin – under the condition that the motion be amended to include an audit of the evaluation process conducted six months after the evaluation contract begins. Commissioner Tichinin specified that the audit should be performed by another evaluator with expertise in early childhood programs; should include a review of whether the promised deliverables have indeed been delivered; and should be brought before the Commission when complete.

Motion/Pauli, second/ Tichinin (Mann, yes; Mordhorst, yes; Pauli, yes; Smith, yes; Scott, yes; Tichinin, yes; Rentería, yes) Passed

Finally, the Commission provided feedback on draft materials intended to advertise new mental health services to county families. Commissioners recommended that the program title not use the words “whole child,” expressing concern that the program might be confused with the Whole Child Conference held every spring in Ukiah.

E. Commissioner Reports

Commissioner Mordhorst reported that a TSAC grantee has done extensive work with bilingual participants, and our county now has 20 women ready to provide bilingual medical transcription and translation. Contact the Cancer Resource Center on the coast for more information.

Commissioner Pauli reported enjoying her new baby granddaughter!

Commissioner Smith reported that several child care centers on the coast have directors who are also acting as teachers due to the lack of qualified staff.

V. Next Meetings

Next Executive Committee meeting will be held Monday, March 13th at 8:30 AM in Conference Room A of the County Administrative Offices (501 Low Gap, Ukiah).