



**August 28, 2006 Commission Meeting
Minutes**

Commission Members Present in Ukiah:

Diane Pauli Jeremy Mann Tammy Scott

Commission Members Present in Fort Bragg:

Lucresha Rentería Betty Smith

Staff Present in Ukiah:

Anne Molgaard, Executive Director
Beth Howson, Nutrition & Fitness Coordinator
Nina deCordova Wright, Program Officer
Sabra Lughart, Communications Coordinator
Tami Jorgensen, Executive Assistant
Lisa K. Westfall, CARES Program Coordinator

Others Present in Ukiah:

Linda Nagel Kate Horton Susan McConnell
Terri Davis Chris Gunnare

I. Welcome and Introductions by Commission Chair Jeremy Mann

II. Public Comment on Non-Agendized Items

No comments were made.

III. Consent Calendar

- A. Approve Agenda
- B. Approve Draft Minutes of 7/31/06 Commission Meeting
Motion made to approve the Consent Calendar. Motion/Scott, second/Pauli. (Pauli, yes; Rentería, yes; Smith, yes; Scott, yes; Mann, yes) Passed.

IV. Business Items

A. Reports

1. Director's Report

Director Anne Molgaard clarified the various items in her written report, including Executive Committee meeting highlights and a white paper on school attendance created by FIRST 5 staff for the Policy Council on Children and Youth.

2. Healthy Kids Mendocino

Anne distributed the July 2006 Update; Healthy Kids Mendocino has enrolled over 145 children to date.

3. Early Mental Health

Nina deCordova Wright reported that the basic components of the new early mental health system are, indeed, up and running. A critical mass of screeners, assessors, and treatment providers have been trained. All the protocols and forms have been completed. All that remains to be done is to post this information on the FIRST 5 website, which will happen in a matter of days. We must also, of course, continue to train new screeners, including child care providers around the county.

Nina also reported that efforts to turn the Triple P Level 4 intervention into a college course are going well. Mendocino College will run the class twice next spring, and College of the Redwoods is eager to offer the course as well.

Nina then discussed recent efforts to “market” the system, so that the flow of children into it will quickly increase. She referred to a letter recently sent to nearly 500 community members; described upcoming presentations to different community organizations; and asked the Commission for suggestions about other presentation venues.

Commissioner Scott suggested the Ukiah Valley Medical Center, and provided contact information. Commissioner Renteria suggested closer contact with the Mendocino Coast Clinic, and asked for information about which clinic staff had received the recent mailing. She also suggested that staff stay in close touch with a group of therapists in Fort Bragg that meets on a monthly basis.

Finally, Nina discussed recent efforts to develop a name, logo, and tagline for the program. Since the Commission’s last meeting, staff has been in touch with Fenton Communications in San Francisco, an advertising firm that specializes in work with nonprofit agencies and has assisted the state FIRST 5. Staff has asked the firm for a proposal to (1) help us finalize work on the name, logo, and tagline; and (2) help us design a full-blown social marketing campaign next spring or summer. The proposal will become the basis for fundraising for the social marketing work.

Commissioner Pauli highlighted the importance of social marketing to the success of the new system. She also cautioned staff about the mention of the Mental Health Department in the letter that recently went to nearly 500 people around the county. Staff agreed, in the future, to describe Mental Health employees as working for the new “Health and Human Services Department.”

4. Fiscal Report

After review and discussion, a motion was made to approve the preliminary June 2006 Fiscal Report. Motion/Pauli, second/Scott. (Mann, yes; Pauli, yes; Rentería, yes; Smith, yes; Scott, yes) Passed.

B. CARES 2005/2006 Report

Lisa Westfall, CARES Project Coordinator, presented a PowerPoint presentation of the 2006 CARES Year. The Fiscal review highlighted the total number of awards, the dollar amount of awards given, and the total expenditure amounts for the 2005/2006 year. The PowerPoint presentation highlighted the main achievements and goals as well as defining the Program Tracks, emphasizing the overall purpose of CARES, and illustrating any changes coming down the pike for the 2006/2007 year.

After the presentations, Commissioner Smith asked that the coast be kept up to date on who our County's Professional Growth Advisors and Mentors are. Lisa committed to sending the updated list to the main contacts on the coast, as well as to Commissioner Smith.

Commissioner Pauli asked how we track the actual successes of the CARES project – mainly how the funds are effecting the retention in the field of child care. Lisa explained that to date the best way we have for determining this information is to pull reports and queries from our CARES database (that is maintained by State First 5). Lisa will follow up with Commissioner Pauli and the rest of the Commission once we have all of our data from the 2005/2006 year entered into the system (which is currently down as the state finalizes its contract with the database provider).

C. Special Needs Project 2006 Report

Anne Molgaard and Susan McConnell presented a Power Point presentation that included Special Needs Projects' first year evaluation findings.

Terri Davis, Special Needs Project Screening Specialist, led the group in filling out the Parent Stress Index, one of the four tools used in the project.

D. Partner Presentation-Pediatric Dental Initiative

Kate Horton, a FIRST 5 Mendocino VISTA working with the Pediatric Dental Initiative (PDI), presented an update on the project to provide sedated dentistry to children within the three county area of Mendocino, Lake and Sonoma counties.

After years of meeting and planning, the lease has been signed for a shell in Windsor. PDI is launching a capital campaign for the \$1 million to build out the interior space in accord with all regulations. PDI staff is case managing a number of cases, with services performed at the Atwater clinic.

E. Commissioner Reports

There were no reports from Commissioners.

V. Next Meetings

Commissioners volunteered to join community members in reviewing the Nutrition and Fitness Small Grant applications.