



**July 7, 2003 Meeting
Minutes**

Commission Members Present:

David Colfax Carol Mordhorst
Paul Tichinin Jeremy Mann

Commission Members Present in Ft. Bragg:

Betty Smith

Staff Present:

Anne Molgaard, Executive Director
Laura Franklin, Administrative Assistant

Others Present in Ukiah:

Patty Bruder Corrine Lindgren

I. Welcome by Chairperson Paul Tichinin

II. Public Comment on Non-Agendized Items

None at this time

III. Consent Calendar

Motion made to accept the Consent Calendar (Mann, Smith): Smith, yes; Mordhorst, yes; Colfax, yes; Mann, yes; Tichinin, yes. Passed.

IV. Business Items

A. Commissioner Appointment Status

Director Molgaard is approaching a Latina professional who is very familiar with Latino concerns, young parents and migrant farmworkers to fill the Commissioner vacancy.

Three Commissioners terms expire in August, 2003: Alison Glassey, Gayle Zepeda and Diane Pauli.

B. Director's Report

Items specifically discussed from the Director's Report were as follows:

Strategic Planning

FIRST 5 to be on Board of Supervisors' calendar for August 5, 2003 to update them of our activities and draft Strategic Plan Update 2003-2005. Director Molgaard asked for a Commissioner to join her in presenting to the Board of Supervisors. Commissioner Mordhorst will attend if other Commissioners are not available.

Director Molgaard also shared a picture she received from Frank Tuttle, Consolidated Tribal Health, where he depicted a theme with FIRST 5 Mendocino and Consolidated Tribal Health at the *Pastels in the Park* event, Ukiah, May, 2003.

C. Fiscal Report

Motion to approve fiscal report for April and May, 2003 (Mordhorst, Colfax): Colfax, yes; Mordhorst, yes; Smith, yes; Mann, yes; Tichinin, yes. Passed.

D. Grants Status Update

Director Molgaard gave a couple of updates on grants: Round Valley has contracted with their architects--450 Architects out of San Francisco. They just had a pre-bidders conference to demolish their old building and are discussing who will be in the new building when it is finished. In addition, Director Molgaard met with Consolidated Tribal Health—they have finished their first year and are ready to begin their Year 2 renewal.

Due to some grantees not completing their project and/or not pursuing additional funding, there is a positive fund balance in four of the six regions. Funding for these Regional Grants was already fully allocated and is presently included in the monthly fiscal report under “Encumbered funds.” Depending on options selected, significant staff time will be used and may indicate need for an hourly contract with a Project Manager.

Chairperson Tichinin excused himself from the discussion and Vice Chairperson Mann led the discussion.

Director Molgaard presented five options for distribution in the Inland North region with available funds of \$296,000:

Option A: Request proposals from WIC and MCOE/NCO Collaborative to expand their projects to serve the Inland North Region;

Option B: Specifically invite proposals to provide services solely within the Commission policy priorities of Brain Development/School Readiness or Access to Health Care;

Option C: Request proposals to provide services within any of the Commission’s four focus areas;

Option D: Competitive Small Grant Application Process; and/or

Option E: Partner with the Boys and Girls Club of Willits to make their new building more young child-friendly, especially so that it can be used effectively during the day when the building will usually be empty before the arrival of its after-school children, e.g., for play groups, parent cooperative pre-school, nutrition and activity classes for parents with severely overweight kids, etc.

Corrine Lindgren from NCO/Head Start and Patty Bruder from NCO/WAG were in attendance for questions concerning needs in the Inland North area in particular, Option E. The Boys and Girls Club will be breaking ground this fall.

The building, once built, will be mostly empty during the daytime, thus making it an ideal location for younger children for use such as play groups, etc. Because they have not broken ground yet, the Commission's funds could be used to add smaller bathroom facilities for young children, more storage space and perhaps some small playground equipment. The Willits community is very dedicated to supporting their youth and also a place where good parenting can be modeled.

Motion was made to confirm the WIC allocation of \$20,000 to expand its current breastfeeding consultation and support project and to enter into discussion with the Boys and Girls Club of Willits for up to \$40,000 worth of adaptations for early childhood facilities (Tichinin, Smith): Colfax, yes; Smith, yes; Mann, yes; Tichinin, yes; Mordhorst, abstained. Passed.

A second motion was made to confirm the MCOE allocation of \$40,000 to expand its current behavioral facilitation project for toddlers and pre-schoolers (Colfax, Mordhorst): Colfax, yes; Smith, yes; Mann, yes; Mordhorst, yes; Tichinin, abstained. Passed.

A third motion was made to use the remaining balance available for proposals in Commission's original four priority areas, designating \$50,000 to the northern areas within the Inland North Region, and setting aside \$5,000 toward administrative support to accomplish this RFP and rating (Mordhorst, Tichinin): Smith, yes; Colfax, yes; Mordhorst, yes; Mann, yes; Tichinin, yes. Passed.

E. View the FIRST 5 California 2003 Spring Media Campaign

Tabled for next Commission meeting.

F. Policy and Advocacy

1. The Evolved Medical Minute (new name pending)

Public education campaign joint effort with FIRST 5 Lake County. Agreement negotiated with NCC Radio to broadcast on KXBX (98.3 FM), KQPM (106 FM), KNTI (99.5 FM-Spanish), and KXBX (1270 AM-Spanish) for one year with start date of July 14, 2003. Total contract amount of \$10,200/year split as follows: Lake County \$5,000 and Mendocino \$5,200.

Details include 14 – 60 second spots/week (4 in Spanish) and at least 5 – 30 second spots/week with the Commission holding the copyright. NCC to provide tape copies for re-broadcasting and sharing with other Local Commissions. NCC and FIRST 5 Media Consultants (Rogers and Associates) to draft the spots with Commission staff giving final approval.

Motion made to approve a contract in the amount of \$5,200 (Mann, Mordhorst): Smith, yes, Colfax, yes; Tichinin, yes; Mordhorst, yes; Mann, yes. Passed.

2. November 7 Advocacy Event

Whole Child Conference has contracted with Dr. Linda Chamberlain as their keynote speaker for November 8, 2003. Dr. Chamberlain researches and speaks on the effect of violence on brain development. FIRST 5 Mendocino will extend the contract with her to serve as our keynote speaker for our November 7 Advocacy Event.

The Commission decided on Ukiah as the location choice since Dr. Chamberlain will be speaking in Willits the next day. The Commission also discussed various topics that perhaps Dr. Chamberlain could base her talk. Commissioner Mordhorst suggested that Director Molgaard share what the Commission discussed today and have Dr. Chamberlain make it more meaningful to a varied audience.

G. **Commissioner Reports**

None.

V. **Upcoming Dates**

VI. **Closed Session**

Pursuant to Government Code Section 54957.

After discussion, motion made to (1) pay outstanding retirement contribution due to employees; (2) pay the ongoing retirement contribution as a stipend included with each paycheck; and (3) to amend the employment contracts. (Colfax, Smith): Smith, yes, Colfax, yes; Tichinin, yes; Mordhorst, yes; Mann, yes. Passed.