



May 30, 2014
Planning Commission Meeting Minutes
ARC

Commission Members Present

Diane Pauli Dan Hamburg Lucresha Rentería
Jeremy Mann John Passalacqua

Public Present who signed in

Bekkie Emery, Health and Human Services Agency, EFAs and Adults
Laura Warren, Health and Human Services Agency, Public Health, Maternal, Child and Adolescent Health

Commissioner Rentería called the meeting to order at 9:05 am and those present introduced themselves.

ITEM 2 PUBLIC COMMENT ON NON-AGENDIZED ITEMS

No comments from the public were received.

ITEM 3 CONSENT CALENDAR *(Action)*

- A. Approve Agenda
- B. Approve Draft Minutes of April 28, 2014 Commission Meeting
- C. Approve Fiscal Reports for March and April 2015, including Community Foundation Funds
- D. Disapprove Caspar Community Gardens Bridge Loan of \$25,000
- E. Approve 2014-16 Contract for Audit Services

Motion made to approve the Consent Calendar. Motion/Hamburg,
Second/Mann (all ayes, no nays). Motion Passed.

ITEM 4 REVIEW CURRENT 2013-16 STRATEGIC PLAN

A. CURRENT YEAR 1 PROGRAM

Cathy Minicucci, local evaluator, reported on the first six months of the fiscal year, from July 1, 2013 to December 31, 2013. She summarized the activity within each category according to the new strategic plan of improved parenting and reduced substance abuse. As in years past, Imagination Library had the largest program participants, even with a slight dip in participation (due largely to the new post office delivery system) it continues to serve large numbers of children. In general, across the board of all programs, more parents were being served.

During this time period, there was quite a shift in Raise & Shine activity with Triple P offered at the FRCs on a regular ongoing basis. This ensured even quality in the classes and implemented a multi-agency approach to work with individuals and families to address their overall needs instead of responding to an immediate emergency need. The FRCs in general are serving more children aged 3-5 than 0-3. With referral support, Triple P classes, and Signs of Safety trainings, the FRC's are implementing FIRST 5 Mendocino's strategic plan throughout the county. The FRC Network's goals are to create efficiencies, leverage grant opportunities and improve stability to improve services to families.

There was an increase in the distribution of the Kit for New Parents as outreach was enhanced to medical providers, FRCs and other safety net providers. There are continued efforts for smoke-free multiple housing units, supported development of a social media policy for county departments and continued promoting text4baby, including for Spanish speakers.

Nutrition and Fitness efforts have seen an improvement in WIC's weekly "Harvest of the Month" classes, as well as participating in County Nutrition Action Plan to promote and track enrollment in federal food programs in a coordinated fashion. There has been continued work on reducing sugar sweetened beverage access through the Community Transformation Grant with Public Health Department, as well as teaching "rethink your drink" classes at preschool programs and supporting the Food Bank in Round Valley with monthly food distribution.

B. COMMUNITY INDICATORS

Healthy Mendocino Data and Research Coordinator VISTA, Michelle Rich, briefly summarized the rates of immunizations amongst young children reporting that the largest numbers of unvaccinated children are placed within the "conditional entrants" category, meaning that the child is missing at least one dose of any one vaccination. Executive Director Molgaard mentioned that many school districts will allow a volunteer to make calls to parents in order to verify vaccination completion. A more detailed discussion will ensue next meeting when Commissioners from Health and Human Services Agency can be present.

ITEM 5 STRATEGIC PLAN YEARS 2 & 3

A. IMPROVE PARENTING

1. Maternal Child & Adolescent Health

In order to maintain the voting quorum, item was moved to after all action items were voted on.

2. ARC Family Information Center Year 1

Executive Director Molgaard briefed the Commission on the background of how the ARC offices had previously been used with Healthy Kids Mendocino occupying it part time. Since April, the ARC Family Information Center has been open full time with FIRST 5 staff Lydia Villegas and Kristin Mullen-Muhr offering services and support to individuals and families. The current services being offered are parenting warm-line, community service referrals, Spanish playgroup Mama y Yo, Triple P one on one, workshops and groups, health insurance application assistance, ESL conversation groups, car seat program and Cal-Fresh. Other programs and events in the development stages are a Spanish Al Anon group, a Father's day event and a summer soccer play group. Currently 663 (duplicated) served since February 2014. Both Lydia and Kristin reported on noticeable improvement of parent/child interaction since the onset of classes and play groups.

Break 10:20 a.m. to tour the ARC family Information Center. Resume at 10:40 a.m.

3. FRCs and Network

Maya Stuart, Raise & Shine Manager, reported on the proposed Family Resource Center (FRC) funding structure, recommending a \$5,000 base grant amount, with additional funding coming from specific activities that are directly linked to FIRST 5 Mendocino's strategic plan. Each FRC would provide comprehensive information and referral, in Spanish and English as appropriate, for resources available to families with young children; fully participate in the FRC Network; maintain an open office at least 20 hours/week; provide accurate data; and show consistent effort in partnership building or financial sustainability planning. The varying amounts available to each FRC are based on what services each agency offers children aged 0-5. The funding suggestion for each FRC is as follows:

- o Action Network: \$14,752
- o Anderson Valley : \$7,659
- o The Arbor: \$24,518
- o Laytonville Healthy Start: \$16,367

- Nuestra Alianza: \$7,820
- Nuestra Casa: \$5,000
- Potter Valley Y&CC: \$5,000
- Round Valley: \$29,212
- Safe Passage: \$11,454 plus two recovery focused parenting groups
Total: \$121,782

Commissioners discussed the disappointment in Nuestra Casa's inability to maintain staff and programs that were in line with FIRST 5 Mendocino's strategic plan. Commissioners inquired about the different amounts and Stuart clarified that some, like Round Valley, were still in the start-up phases and would need extra funds to secure their future programs; with the Recovery Pilot being facilitated out of Safe Passage, the percentage of available services provided would also increase, therefore their funding is higher to represent increase.

4. Decrease Substance Abuse

1. **Marijuana**

Executive Director Molgaard informed the Commission that there is little new information available. The current brochure created and being used by FIRST 5 Mendocino has been requested to be customized and distributed to public health officials in Colorado in order to at least start the conversation of substance abuse.

Commissioners discussed the overall message wanting to be communicated and it was a "Why take the risk?" approach. To send a clear, concise message to women planning to get pregnant and who are currently pregnant that the potential risk of harm is too great. This would be the same statement that can be applied to all drugs (prescription and non), alcohol and tobacco. Maya Stuart commented that it being a worthy investment to create the conversation piece since it is such a large part of the current strategic plan. Commissioners further discussed becoming involved with the Policy Council on Children and Youth to be able to influence any potential marketing and advertising as well as the nonpartisan advocacy group, Children Now and those drafting California proposition language to encourage awareness.

2. **Potential Investments**

a. **WINDO**

\$10,000 was earmarked to for the Women In Need of Drug-free Opportunities (WINDO) drug treatment program for pregnant women. The program costs \$2500 per person and has served one person so far.

b. **Recovery Pilot**

The program will be out the Safe Passage Family Resource Center with at least 2 monthly meetings for families in recovery. Program would include a family meal, children's activities with professional staffing, facilitated meetings for adults committed to substance abuse recovery, marketing & outreach, participant recruitment and data collection and evaluation.

Maya Stuart researched and reported to Commission about possibly having childcare at NA/AA meetings, however there is no space to host that type of support. The total budget for the program pilot is \$18,000.

c. **Recovery Focused Triple P**

The program would consist of three, 10 week groups in Ukiah & two in Fort Bragg, it would provide extended Triple P, with Celebrating Families and quality child supervision. It would evaluate numbers served, Parent Stress Index & other pre & post participant surveys. The total budget for the program is \$33, 241.

d. **Family Dependency Drug Court Pending Proposal for 2014-15 in the amount of \$49,000**

FDDC is requesting a FIRST 5 grant to fund the Parent Mentor Program. The proposal has been discussed for the last two meetings.

ITEM 6: PRIORITIZING RESOURCES TOWARD STRATEGIC PLAN *(Action)*

Executive Director Molgaard presented the final draft Prop 10 allocated funds for 2014-15 on the strategic goals of increasing parenting and reducing substance abuse. Commission decided to change the category name of “FDDC” under Substance Abuse to “Recovery Support” to better capture the work being done.

There was discussion around Special Funding and whether or not there should be funds reserved for that purpose. It was decided to reduce the Special Funding and SPARK categories in order to offer a cost of living increase to staff.

Commission reviewed current contracts and grants, including the adjusted FRC funding.

Motion made to approve the 2014-15 budget as revised (1) FRC Network and Special Funding categories reduced to 1.5% each of overall budget, (2) no funding for Child Care Planning Council or Garden Programs (3) cost of living increase for quality performing employees starting July 16, 2014. Motion/Pauli, Second/ Mann (all ayes, no nays) Motion Passed.

Motion made to approve the revised contracts for 2014-15, including FRC’s, Celebrating Families and Triple P and direct staff to sign contracts. Motion/Mann, Second/Passalacqua (all ayes, no nays) Motion Passed

ITEM 7 LONG-TERM FINANCIAL PLAN *(Action)*

Commissioners discussed the plan voted on from fiscal year 2012-13 to pull gradually from savings to keep the budget at \$750,000 through fiscal year 2016-17.

Motion made to continue level funding of \$750,000 for 2014-15 budget. Motion/Hamburg, Second/Pauli (all ayes, no nays) Motion Passed.

Executive Director Molgaard explained the idea of creating a non-profit corporation to umbrella the ARC as well as any other programs as needed. As it is now, FIRST 5 Mendocino is a “legal public entity” that cannot issue tax-deductible receipts, own a business, qualify for non-profit discounts, or apply for an ABC license for alcohol served at fundraising events. It is becoming more and more difficult to have a third party handle the FIRST 5 Mendocino’s fundraising needs. With the Community Foundation changing their policies, it would be more streamlined if FIRST 5 Mendocino had its own non-profit entity to direct its fundraising efforts and further build sustainable programs.

Motion made that FIRST 5 Mendocino form a California public benefit nonprofit corporation and apply for tax-exemption under Section 501(c)(3) of the Internal Revenue Code. That the Commission directs staff to draft paperwork for approval at next Commission meeting, including: Articles of Incorporation, Bylaws, Application for tax-exempt status (federal and state). Motion/Mann, Second Passalacqua (all ayes/no nays) Motion Passed.

With all action items voted on, Item 5, Section A, Number 1 was presented.

ITEM 5 STRATEGIC PLAN YEARS 2 &3

A. IMPROVE PARENTING

1. Maternal Child & Adolescent Health

Laura Warren, Maternal Child and Adolescent Health (MCAH) Director, presented to the Commission the summary of the results of the 5-year needs assessment. She summarized the focus of the assessment with the top MCAH priority problems for the past 5 years (2010-2014) and how they have been addressing them:

1. Overweight children and youth
Addressed “upstream” with Breastfeeding Coalition

- Prevention & Planning Unit of Public Health has obtained grant funding to address nutrition and physical activity/healthy environment
Assistance of VISTA's through FIRST 5 Mendocino
2. Perinatal tobacco, alcohol and other drug use
Addressed through the Partnership for Healthy Babies collaborative
Assistance of MCH VISTA's through FIRST 5 Mendocino
Field Nursing Home Visiting Program
 3. Child abuse and neglect
Addressed through Children's Action Committee (subcommittee of Policy Council on Children & Youth/ Child Abuse Prevention Commission)
Field Nursing Home Visiting Program
 4. Children and adolescents without health insurance
Addressed through Healthy Kids Mendocino Planning & Policy Committee
Public Health bilingual staff (CHSS's) trained as Certified Application Assistants (for Medi-Cal and Healthy Families Program)
Field Nursing Home Visiting Program

She concluded that several developments have happened to improve the outcomes. They include recognizing causal pathways and possible points of intervention, reviewing community resources already in place to address problems, looking at some possible best practice strategies to be developed further when action plans are made, obtaining names of individuals who would consider partnering in the coming fiscal year to further develop action plans. She thanked the Commission for all its support of past projects and looks forward to a continued collaboration.

ITEM 7 LONG-TERM FINANCIAL PLAN (CONTINUED)

Social Entrepreneur VISTA, Greg Etter, briefed Commission of the entrepreneurial projects he is currently pursuing. The goal is to find a self-sufficient project that would employ local youth and parents of young children, provide a healthy lifestyle model and be in line with FIRST 5 Mendocino's strategies to improve parenting and reduce substance abuse. A potential long-term project is a batting cage that would be community sponsored and provide a healthy activity for families. In the short-term, there is work to copy write and sell the marijuana brochure created by FIRST 5 Mendocino to raise substance abuse awareness in other communities outside of Mendocino County. This brochure could be individualized to specific communities seeking marketing materials. Etter, showed the Commission a couple of different business plan proposals and sought the advice of the Commission on how they wished to proceed. Commission discussion concluded that the brochure was a good investment, knowing it will mostly break even, it will in turn raise awareness and potentially lead to other endeavors. Commissioner Hamburg recognized the enthusiasm of baseball throughout the county thought that a batting cage would be well received. Commissioner Mann inquired about the management of it and who would oversee that. Etter concluded that more research was necessary and that it was helpful to hear the Commission concerns.

ITEM 8: COMMISSIONER REPORTS, ANNOUNCEMENTS & ADDITIONAL MATERIALS

With no further comments or questions, the meeting was adjourned at 3:05 p.m.

Next Commission Meeting will be July 28, 2014 at MCOE.