



DRAFT

Meeting Minutes – April 19, 2017

I. CALL TO ORDER

Lisa Leavitt, Commission Chair, called the meeting to order at First 5 Marin at 5:34 p.m.

Commissioners Present

Lisa Leavitt MD – *chair*
Kristen Seatavakin – *vice chair*
David Bonfilio
Heather Ravani
Supervisor Katie Rice

Commissioners Excused

Amy Eisenmann
Sister Joan Hanna
Gabrielle Philippe-Auguste
Juan Rodriguez

Staff Present

Amy Reisch
Michelle Fadelli

Guests

Jill Casey, jdcPartnerships
Laurin Mayeno, Mayeno Consulting

II. MEETING MINUTES

Commissioner Leavitt asked if there were changes, additions or corrections to the commission minutes for the last meeting on March 15, 2017.

Motion/Second: Rice/Bonfilio

The minutes of March 15, 2017 were unanimously approved.

III. COMMISSIONER COMMENTS

Commission Leavitt shared that she had announced the Marin Communications Forum events.

- Michelle added that about 85 people had RSVP'd for the MarinKids presentation on April 17th and 80 for the ACEs presentation on May 15th.

Commissioner Bonfilio reported that he had been to a North Bay Leadership Council meeting, where he talked about First 5 Marin and Marin Strong Start.

Commissioner Seatavakin said she is forming an emergency preparedness committee for child care, as follow up to the workshop she scheduled last fall. She's also looking at an additional provider presentation in September (for "Preparedness Month").

- Amy noted this is a good way to connect to private child care providers as well.

IV. EXECUTIVE DIRECTOR'S REPORT – Amy Reisch submitted her written report, and added the following:

-the First 5 Association's Advocacy Committee met. AB 60 passed out of committee with strong support; the Association is disappointed that the Women's Caucus didn't support the bill. Regarding the state budget, tax revenues are looking slightly better than projected.

-she saw the Tim Wise movie, "White Like Me." It was a fundraiser for Marin City Health & Wellness and Marin Grassroots. Issues included equity, racism and white privilege.

- * Katie noted that the movie addressed systemic racism but also cultural racism.

- * Amy added that we can have policies and laws, but the actual challenge is deeply ingrained racism.

- * Katie said that government assistance programs used to be popular (and received positively); now they are viewed negatively and are seen as assistance for minorities (which is not accurate). Trump program cuts are now impacting poor Whites.

- * Amy added that photos of the poor, like the famous "Dust Bowl" photographs, in the 30's and 40's were primarily of white people and were intended used to evoke sympathy/empathy; since the late 50's and the rise of the civil rights movement, the media started depicting the poor more and more as African American and in an unsympathetic way. The perception of most white Americans now is that the poor are largely African American and don't/never have work(ed). Neither is in fact true.

- First 5 Marin's Policy Breakfast 2017 – May 5th at the Embassy Suites Hotel in San Rafael (8:30 to 10 a.m.) The keynote speaker will be Kim Belshé, the executive director of First 5 LA.

-Heather asked about MarinKids. Amy said there is a job posting for the executive director position and many applications have been received. There is also an effort to recruit new board members, and new funding is in the works which is needed as First 5's funding decreases.

V. COMMISSION DISCUSSION

- **Review of the Draft Revised Strategic Plan Executive Summary and Draft Project Funding Projections for 2017/18** –

Amy reviewed the draft Strategic Plan, and noted that no changes have been made to the implementation framework or the theory of action. We have added an equity statement at the beginning of the plan to reflect more directly the practice we have had from the beginning.

The Commission thanked Lauren Mayeno, our facilitator for the planning process, for accurately capturing and reflecting the commissioners input during the retreat and in subsequent meetings.

Commissioner Bonfilio asked about paid media. Amy explained that this could include paid advertisements, e.g. related to the "Help Me Grow" initiative. Michelle Fadelli added that the regional communications group is also looking at Spanish-language opportunities with Univision; these may include parent education/child development topics. (Dave noted that the older white population is the majority of voters here; we need to explain why investments in early childhood education are important for all).

Amy added that we are talking with the Marin Community Foundation, the Marin County Office of Education and Head Start about alternatives to preschool in Marin City — e.g. playgroups etc. --- to address the reluctance of a number of families to enroll in center-based care. Michelle mentioned the libraries as a potential partner and location for classes/activities.

Commissioner Leavitt called for approval of the Draft Revised Strategic Plan Executive Summary.
Motion/Second: Rice/Bonfilio
The Draft Revised Strategic Plan Executive Summary was unanimously approved.

Commissioner Leavitt then called for approval of the Draft Project Funding Projections for 2017/18.
Motion/Second: Bonfilio/Ravani
The Draft Project Funding Projections for 2017/18 was unanimously approved.

VI. ADJOURNMENT – Commission chair Lisa Leavitt adjourned the meeting at 6:30 pm.

NEXT SCHEDULED COMMISSION MEETING:

Wednesday, May 17, 2017
5:30 p.m.
First 5 Marin conference room
1050 Northgate, Suite 130, San Rafael, CA

MEETING DATES FOR 2017:

May 17
June 21
September 20
October 18
November 15