



FIRST THINGS FIRST

The right system for bright futures

**Arizona Early Childhood Development & Health Board
Cochise Regional Partnership Council**

**Meeting Minutes
March 18, 2010**

Call to Order/Pledge of Allegiance/Introductions

The Regular Meeting of the First Things First Cochise Regional Partnership Council was held on Thursday, March 18, 2010 at 1:00 PM at the Douglas Visitor's Center, 345 16th Street, Douglas, AZ 85607.

Council Members Present:

Ana Bae-Limb, Del Cabarga (telephonically), Vaira Harik, Mary Sue Houser, Dave Howe, Renae Humburg, Melodi Polach (telephonically), Jane Strain, Nancy-Jean Welker (telephonically) and Evelyn Whitmer

Council Members Absent:

Ginger Ryan

Others Present:

Melissa Avant, Cristal Martin, Gene Mundt, Pam Patt, Leann Duncan, Nicole Sanchez and Nancy Ledesma

Chair Strain welcomed everyone and called the meeting to order at approximately 1:07 PM. Member Harik led the group in the Pledge of Allegiance.

Approval of Minutes of the February 18, 2010 Meeting

A motion was made by Chair Strain to approve the minutes of the February 18, 2010 Meeting. Seeing no objections, the minutes will be posted as published.

Discussion and Approval of Review Team Process for RFGA Proposals

Melissa Avant, Regional Coordinator, provided a handout to the Regional Council that outlined the RFGA review committee. The round one strategies, which close April 14, are Home Visitation and Oral Health. Round two strategies are Pre-K Expansion and Health and Nutrition. Ms. Avant discussed the process for assembling a team and the responsibility of the teams. Two teams will be needed for each strategy in round one, for a total of four teams by May 5 and May 6. The review committee will consist of two council members without a conflict of interest and three members of the community. Ms. Avant requested that each council member think of individuals that fit the outlined requirements and submit

those suggestions to her email. A recommendation will be put forth in executive session by the RFGA review committee on May 20, 2010 and, after discussion from the Regional Council, a final decision will be made.

Chair/Vice Chair Meeting Updates

Chair Strain discussed the letter of notification given to council members whose two year terms are coming to an end. The nominating committee will consist of Chair Strain, Member Humburg and Ellen Clark. Marla Chamberlain, First Things First, Central East Manager will assist. Applications are open to the public and council members are welcome to reapply. New members will begin July 1, 2010.

Discussion and Possible Action on Short-Term Communication Plan Using Fiscal Year 2010

Communication Funds

Ms. Avant informed the Regional Council that at the February 23 State Board meeting, the temporary hold from fiscal year 2010 communication strategy was removed. Ms. Avant provided a handout and discussed the fiscal year 2010 communications plan and the directions the State Board have approved. These are:

- a. Building Parent Awareness. This includes giveaways, education materials, public service announcements and billboards. A binder was provided to the Regional Council with materials from Born Learning of United Way.
- b. Outreach and Awareness Coordinator. The Regional Council can hire an outreach consultant whose sole function would be to staff, coordinate and project manage outreach efforts. The outreach coordinator would be shared throughout an area (for example, the Central East Arizona Regional Partnership Council areas) with a cost of \$15,000 per region.
- c. Regional Action that Aligns with the Statewide Plan. Regional Partnership Councils may consider a blending of the above options that is unique to the region that clearly aligns with the Statewide Communications plan.

The Regional Council discussed the importance of educating the public at large, not just the parents in Cochise County. The Regional Council would also like more control of the scripts for radio spots in order to share a more powerful message and reach a broader audience. The Regional discussed posters and how they can be used in smaller communities as a tool for council members to reach out to local businesses.

Member Howe moved that the Cochise Regional Partnership Council use \$60,000 from fiscal year 2010 communication strategy as follows:

- a. 200 posters at a cost of \$627. The Regional Council members will take responsibility for the distribution.
- b. 10,000 playbooks at a cost of \$1,987.
- c. The remaining balance will be divided at roughly two-thirds for radio, one-third for billboards. Any media and radio spots need to be factual, cost effective, strategic in placement and saturation as well as aware of the demographic. The Communications Department will be contacted regarding the questions the Regional Council has toward content and more regional control of radio spots and media.

Member Harik seconded the motion. Motion passed.

Review of Logic Model for Pre-K Expansion

Melissa Avant, Regional Coordinator, provided the Regional Council the logic model for Strategy Pre-K Expansion/Capacity and asked the Regional Council to review the document for corrections, additions and questions. The Regional Council made the following directives to be included in scope of work:

- a. Flexibility for a sliding fee scale. This will serve more children and families.
- b. Consideration for the mechanism in which families are charged by child care centers.
- c. Language for part-day pre-kindergarten.
- d. Favorable consideration for at risk children in centers.

Review of Logic Model for Strategy Five Health and Nutrition to include Oral Health Education

Member Harik and Member Whitmer declared conflict of interest and recued themselves. Melissa Avant, Regional Coordinator, provided the Regional Council the logic model for Strategy Five Health and Nutrition to include Oral Health Nutrition and asked the Regional Council to review the document for corrections, additions and questions. Ms. Avant reminded the Regional Council that strategy five now includes oral health education as well the addition of \$68,552 from carry forward for cooking classes and demonstrations. The Regional Council made the following directives to be included in scope of work:

- a. Cooking demonstrations are not limited to child care centers.

Announcements

Next regular meeting: April 15, 2010 located at the Cochise College Benson Center in Benson, AZ at 1:00 PM.

The Teen Parent Conference is April 15, 2010 at 6:00 PM in Willcox. First Things First will have a table there to hand out parent kits.

The State Board meeting is Tuesday, March 23, 2010. Chair Strain and Vice Chair Howe will attend to present new strategies.

The Cochise Regional Partnership Council is invited to tour the Tucson Community Food Bank facilities Tuesday, March 23, 2010 at 2:30 PM.

The Regional Council discussed the current political atmosphere and expressed the desire to take local control and communicate the value of Arizona's children to decision makers. The Regional Council expressed the desire to work with other agencies and groups in a collaborative effort to share that message.

First Things First hosted an Outreach Seminar in Casa Grande at Central Arizona College on March 12, 2010.

Ms. Avant provided a schedule of community presentations for First Things First awareness along with the power point being used. Ms. Avant informed the Regional Council that as more dates are confirmed, they will be added to the schedule. All council members are encouraged to attend.

On March 15, 2010, Chair Strain, Member Houser and Melissa Avant presented in Willcox. Locations included the Northern Cochise Community Hospital, Willcox Against Substance Abuse and Willcox City Council.

The Committee for the Prevention of Child Abuse Conference is March 26, 2010 at the University of Arizona South at 8:00 AM. Melissa Avant will present.

Member Whitmer shared that brain development classes begin in Tucson on April 17 and 24. More information can be found on the University of Arizona Cooperative Extension website.

The Request for Grant Application Pre-Conference will be held on March 19, 2010 at the Cochise County Constable's Office at 10:00 AM to 3:00 PM.

Marge Dailey of Imagine Early Learning Center will host a Child Care Director Meeting on March 31.

Call to the Public

Pam Patt, Building Bright Futures Program Director, Child & Family Resources, spoke to the Regional Council about women's church groups, university and sorority groups as a potential audience for First Things First community presentations.

Adjournment

There being no further discussions, Chair Strain adjourned the meeting at 3:20 P.M.

Dated this 15 day of April, 2010.

Submitted By: Cristal Martin
Administrative Assistant

Approved By: Jane Strain
Chair, Jane Strain