FIRST THINGS FIRST

The right system for bright futures

ARIZONA EARLY CHILDHOOD DEVELOPMENT & HEALTH BOARD

NORTH PHOENIX REGIONAL PARTNERSHIP COUNCIL

1. CALL TO ORDER: The regular meeting of the First Things First North Phoenix Regional Partnership Council; Arizona Early Childhood Development and Health Board was held on Tuesday, April 13, 2010 at the Washington Elementary School in the Governing Board Room located at 4650 West Sweetwater, Glendale, Arizona 85304.

Vice Chair Sally Downing called the meeting to order at 4:35 pm.

Members Present: Sally Downing, Vice Chair; Elaine Ellis, Member; Connie Robinson, Member; Jenna Goad, Member; Bill Adams, Chair; Willette Watts, Member; Mindy Zapata, Member; James Emch, Member.

Member Not Present: Gina Ramos-Montes, Member

Staff Present: Brenda Tomlin, Regional Coordinator; Briggetta Hawks, Administrative Assistant; Brooke Tolles-Johnson, Central Phoenix Regional Coordinator; Tracey Craig, Regional Manager.

Quorum: Established.

2. CONSENT AGENDA: Member Jenna Goad moved to approve the March 9, 2010 Regular Meeting Minutes; April 5, 2010 Ratification Meeting Minutes; April 5, 2010 Executive Session Meeting Minutes; and the April 5, 2010 Special Telephone Meeting Minutes. Second by Member Connie Robinson, all in favor, no discussion; motion carried.

3. CALL TO THE PUBLIC: Jackie Louis from the Early Childhood Center thanked the Council for their scholarships provided to her center.

4. CALL TO THE PRESENTERS: Sarah **Ocampo-Schlesinger, Program Coordinator from the Association of Supportive Child Care** presented to the Council an update on the Arizona Kith & Kin Project in the North Phoenix Region. Carol Finch, Children and Teen Services Coordinator from the Phoenix Public Library presented to the Council an update on the progress of the Early Literacy programs that have been implemented in five (5) North Phoenix Libraries. Ms. Finch requested referrals from the Council Members to continue her collaboration efforts in the North Phoenix Region.

5. **REVIEW OF ORAL HEALTH STRATEGY AND POSSIBLE IGA:** Background information was provided to Council Members in a prior email and in their packet which referenced the scope of work proposed by Maricopa County Health to provide Oral Health prevention services to young children and pregnant moms in the North Phoenix Community. Coordinator Tomlin addressed scope of work questions and concerns from the Council. Member Jenna Goad expressed that she feels that the scope of work is very comprehensive. Vice Chair Sally Downing would like a few clarifications from the vendor:

A. On the second page, the dental hygienist will be available at each center six (6) hours a day for one to four of the Centers busiest days (big difference)

B. Phase II: Why are we looking at only Quality First Centers?

C. Worried about smaller centers – can possibly set up a dental screening day.

Member Elaine Ellis moved to enter in to an Inter-Governmental Agreement once clarification is made by Coordinator Tomlin on the above concerns, and the concerns are agreed upon by Maricopa County Office of Oral Health, their partner Maricopa County Women Infant and Children Program and Immunization Program; second by Member Willette Watts, all in favor, no discussion; motion carried.

6. UPCOMING CHAIR & VICE-CHAIR ELECTIONS (DISCUSSION & POSSIBLE VOTE): The Council was reminded of the North Phoenix existing Governance Policy section 1-108 that states "at the first regular meeting of the Council following May 1 of each fiscal year beginning in 2008, the Council shall elect a Chairperson and Vice-Chairperson from among the appointed members to serve the ensuing fiscal year beginning July 1, who shall hold office for twelve months AND until successors are duly elected."

The Consensus of the Council was to wait until July for the election. Chair Adams will hold his current position until June 30, 2010. Member Jenna Goad expressed her interest serving in the Chair or Vice-Chair position as did Vice Chair Sally Downing if she remains in Arizona. Vice Chair Sally Downing and Member Jenna Goad's terms are ending in June 2010 and both have indicated they will complete the application process to be considered for a second term.

7. OUTLINE FOR COMMUNICATIONS PLAN: There is currently two hundred thirty five thousand dollars ($235,000.00) for this year, and Five Hundred Thousand ($500,000.00) for fiscal year 2011. Background information was provided to the Council in their packet and in a previous email. Samples of various "Born Learning" materials were posted along the walls of the room for the Council to review. Once developed for the Region, the Communication plan will focus on two areas: 1) Community Outreach Presentations, and 2) Building Parent Awareness of the Importance of Early Childhood. Coordinator Tomlin facilitated a discussion with the Council and indicated that she is willing to go out into the community and do presentations – either on her own, or in support of Council Members. Coordinator Tomlin requested each Council Member assist in linking her up with community groups/agencies as she begins to schedule presentations. Coordinator Tomlin will also focus on working with existing grantees and community partners to schedule presentations.

The consensus of the Council was for Coordinator Tomlin to pursue the following for this fiscal year and to provide the Council with the cost estimates.

A. Billboards
B. Movie Theatre Spots
C. Flyers in Basha's Bags (or other community "kid friendly" stores) with "Kid Basic" information
D. Leave-behinds for community presentations.

Several other ideas for the communication plan were discussed by Council members including the possibility of venues to distribute information – making sure to utilize licensed child care centers, school districts, community centers and community businesses. Council members will pursue individual contacts and continue to link up with Coordinator Tomlin for assistance. Council members expressed again that they would like to see more information on line. Council members also discussed wanting to have a better understanding of the State's Communication Plan – specifically what tactics (i.e., earned media and bought media, information campaign) will they be responsible for and how can the Council support/compliment these efforts? Coordinator Tomlin advised that the State Communication Plan is expected to be discussed in more detail at the State Board meeting April 27, 2010.

Communications will continue as a discussion item for the May 11, 2010 meeting.

8. COUNCIL MEMBER UPDATES: None at this time.

Coordinator Tomlin advised the Council that the RFGA for Community Based Training closes tomorrow and the recommendations from the review committee will be available for discussion and possible vote at the May 11, 2010 regular meeting. Coordinator Tomlin informed the Council that the following RFGAs will close on May 20, 2010 with the reviews taking place between May 24, 2010 and May 28, 2010: Family Resource Center, Early Language & Literacy, Home Visitation-Nurse Family Partnership, and Teen Parent Education & Coordination. The Pre-Application Conferences for the four will be on April 27, 2010 and April 28, 2010.

9. NEXT MEETING: May 11, 2010 Washington Elementary School District Governing Board Room at 4:30 pm.

10. ADJOURNMENT: Member Connie Robins moved to adjourn the regular meeting, second by Member Mindy Zapata, all in favor, no discussion, meeting adjourned at 6:29 pm.

RESPECTFULLY SUBMITTED

Briggetta Hawks, Administrative Assistant

APPROVED

Brenda Tomlin, MSW, ACSW, Coordinator

COUNCIL APPROVAL

Bill Adams, Chair