



FIRST THINGS FIRST

The right system for bright futures

Arizona Early Childhood Development & Health Board Graham/Greenlee Regional Partnership Council

Call to Order

The regular meeting of the First Things First – Graham/Greenlee Regional Partnership Council was held on April 12, 2010 at the First Things First Office, 504 2nd Ave., Safford, AZ 85546.

Vice Chair Alva called the meeting to order at approximately 1:05 p.m.

Members Present:

David Alford, Cindi Alva, Jan Elliott, Ann Johnson (telephonically), Donna McGaughey (telephonically), Pam Patt, and Retha Russell

Members Absent:

Ryan Henry, Stacy Kramer, and Laurie Smith

First Things First Staff Present:

Shari Elkins, Regional Coordinator; Edith Lee, Administrative Assistant; Marla Chamberlain, Central East Regional Manager (telephonically)

Call to the Public

There was no response to Call to the Public.

Consent Agenda

A motion to approve minutes from the March 8, 2010 meeting made by Member Johnson, seconded by Member Elliott. Motion carried.

Discussion and Approval for Communications Plan

Vice Chair Alva led the Regional Council in a discussion regarding the proposed Communications Plan (Attachment #2). Regarding the billboards, Vice Chair Alva discussed three options with the Regional Council. Option #1 – Use the Born Learning billboard, which will include the Born Learning, United Way and First Things First logos. This option will enable the Regional Council to implement immediately. Option #2 – Use the First Things First billboard that is being developed by the First Things First communications department. This option will take a couple of months to implement. Option #3 – The Regional Council can come up with a billboard on its own. The Regional Council discussed their desire to have a more impactful billboard with the First Things First logo being more prominent, and directed staff to go with Option #2, using the First Things First billboard that is being developed by the First Things First communications department. The Regional Council reviewed the Communications Plan.

Give-Away	1,000 Born Learning Playbooks = \$905
Give-Away	1,000 Born Learning Grocery Tip Pads = \$3,610
Give-Away	First Things First Pencils, Pens, etc. = \$1,031
Media	Billboard = \$2,700
Media	Newspaper Ads = Free
Radio Spot	Radio = Free
Materials	1,000 Born Learning Posters = \$756
Materials	1,000 (of each) Born Learning Your Child @ Fact Sheets = \$5,998
Total	= \$15,000

Member Patt made a motion to accept the plan for the communications strategy for 2010, as indicated in the Communications Plan handout. Member Alford seconded the motion. Motion carried.

Discussion of RFGA Review Committees

Vice Chair Alva discussed the need for a volunteer reviewer for the upcoming Request for Grant Applications (RFGA). Prospective volunteers will need to be available for the RFGA Reviewer Training teleconference on April 22nd from 10:00-11:00 a.m. and the RFGA Review on April 29th. The Food Assistance RFGA Review will be held at 10:00 a.m. on April 29th, and the Home Visitation RFGA Review will be held at 1:00 p.m. Ms. Alva directed the Regional Council to contact Regional Coordinator Shari Elkins via email or phone if anyone is able and willing to volunteer and does not have a conflict of interest.

Discussion and Approval of Member Kramer's Resignation and Movement of Member Henry to Business Seat

Vice Chair Alva announced that Member Kramer has requested to resign from the Regional Council due to the increase in her work responsibilities. Member Henry is willing to move into Member Kramer's vacant business seat. Member Russell motioned to accept Member Kramer's resignation and to move Member Henry into the business seat. Member Elliott seconded the motion. Motion carried.

Regional Partnership Council Selection Process

Vice Chair Alva reminded the Regional Council that some council terms will be up in June and if council members are interested in re-applying, they need to go online to apply. Vice Chair Alva encouraged the Regional Council to do outreach for the following seats: Parent, School Administrator, Health Services, Child Care Provider, and At Large. Chair Smith, Vice Chair Alva and one community member will be on the council member interview team. Vice Chair Alva informed the Regional Council that Regional Manager Marla Chamberlain can be involved in one of three ways. Option #1 – Ms. Chamberlain can take part in the interview and take part in the discussion. Option #2 – Ms. Chamberlain can take part in the interview, but not the discussion. Option #3 – Ms. Chamberlain can be present, but not take part at all. The Regional Council directed staff to have Ms. Chamberlain take part in both the interview and the discussion (Option #1), understanding that Ms. Chamberlain will not be involved in the voting of which council members will be appointed. Interviews will take place on May 10th.

Regional Coordinator Report

Regional Coordinator Shari Elkins provided an update to the Regional Council. The Needs and Assets Report is on schedule and there are no concerns at this point. There should be an outline of the Needs and Assets Report available next month.

The last of the Emergency Child Care Scholarships (\$4,800) are expected to be used up in June. Families will have to reapply if they want Child Care Stipend assistance.

The Home Visitation and Food Assistance RFGA's close this week.

Ms. Elkins provided the Regional Council with a copy of the Oral Health Strategy Worksheet (Attachment #3) that will be presented to the First Things First Board for approval on April 27, 2010. Council members concurred that their intent was embedded in the Strategy Worksheet.

Council Member Updates/Comments

Member Patt complimented Vice Chair Alva on the Blue Ribbon Luncheon sponsored by Child and Family Resources. She also complimented Regional Coordinator Shari Elkins on the good First Things First presentation that she did at the luncheon.

Regional Coordinator Shari Elkins thanked the Regional Council for their thoughtfulness on her birthday and for her mother's funeral.

Next Meeting Date, Time and Location

The next regular meeting will be held on Monday, May 10th at 1:00 p.m. at the Safford Library.

Adjournment

A motion to adjourn was made by Member McGaughey, and seconded by Member Patt. Motion carried. Meeting was adjourned at approximately 1:32 p.m.

SUBMITTED BY:

Shari Elkins, Regional Coordinator

Approved:

Laurie Smith, Chair