



FIRST THINGS FIRST

The right system for bright futures

Arizona Early Child Development and Health Board Yavapai Regional Partnership Council

DRAFT Minutes

Call to Order

A regular meeting of the First Things First Yavapai Regional Partnership Council was held on June 23, 2010 at the Yavapai College– Building 1, Room 204, 1100 E Sheldon Street, Prescott, AZ 86301.

Anne Babinsky, Regional Council Chair, called the meeting to order at 9:40 am.

Members Present: Anne Babinsky, Margie Beach, Ann Sult, Becky Ruffner, Kelly McCreedy, Mica Williams, Barbara Jorgensen and Sherry Birch.

Members Absent: Ophelia Tewawina.

Approval of Regional Council Meeting Minutes

Council Member Sherry Birch made a motion to approve the minutes of the May 26, 2010 Regular Meeting of the Yavapai Regional Partnership Council, as corrected. It was noted there was an incomplete sentence in the Council Member Reports and Updates. The motion was seconded by Council Member Margie Beach and passed unanimously.

Council Member Conflict of Interest Disclosure

Council Member Mica Williams declared a conflict of interest with agenda item #8, specifically pertaining to the Parent Awareness and Community Outreach Liaison position discussion.

No other members of the Yavapai Regional Partnership Council declared any conflicts of interest with the meeting agenda topics.

Call to the Public

No members of the public came forward to speak to the Yavapai Regional Partnership Council.

Regional Council Appointments

Council Chair Anne Babinsky announced new appointments to the Regional Partnership Council. Council Member Margie Beach has been appointed to the position of Philanthropy, Council Member Kelly McCreedy has been appointed to the position of Child Care Provider, Council Member Mica Williams has been appointed to the position of Parent Representative, Sarah Lienau has been appointed to the position of At Large, Julie Clark has been appointed to the position of Business, and Heidi Atkinson has been appointed to the position of School Administrator.

Coordinator's Report and discussion

Tracey Craig, Regional Manager, serving as acting Regional Coordinator, announced that Lorilee Deutsch has been hired as the new Yavapai Regional Coordinator for First Things First, and will begin July 6th, 2010. A new Americorps VISTA member, Hilary Goldstein, has been hired for the First Things First Yavapai Regional office. She will begin August 30th, 2010. The First Things First Summit was discussed. It will be held at the Mesa Convention Center on August 30th and 31st, 2010. The Summit will be designed to bring the First Things First board and Council Members together to discuss priorities, the AZ state task force, First Things First focus areas, the sustainability plan, and to celebrate Regional Partnership Council members.

Third Quarter Data and Financial Summary

The Third Quarter Data and financial summary for Yavapai Regional First Things First grantees was discussed and reviewed. The report is dated from June 21, 2010, and includes the percentage of funds expended.

Unspent funds were discussed. It was noted that unspent funds will be at the discretion of the Regional Partnership Council, and can be reallocated through a reconciliation process, which will tentatively occur in mid-September.

Programmatic Report

Acting Regional Coordinator Tracey Craig discussed the Data Summary Report for June 2010. The Regional Partnership Council was asked to review the report and submit questions pertaining to it by the next Regional Partnership Council meeting to discuss the report at the July regular meeting.

Review and Discussion of the Yavapai Regional Council's 2011 Communication Plan

The Yavapai Regional Partnership Council's 2011 Communication Plan was discussed. The Communication plan workgroup met on June 17th, 2010. The workgroup recommended that the communication strategy allocation for FY 2011 not exceed \$200,000. \$100,000 was recommended to hire a full-time Parent Awareness and Community Outreach Liaison.

The First Things First "media blackout" was discussed. Regional Manager Tracey Craig explained that the public is not as receptive to messages during the holiday season.

A call was received from Moses Anshell to discuss paid media communication strategies, including newspaper, radio, billboard and community events. The Council decided that they preferred two billboards for a shorter length of time rather than one billboard for a longer length of time.

Council Member Becky Ruffner made a motion to accept the Communication Plan workgroup's recommendation to allocate \$100,000 for paid media advertising in FY 2011. This motion was seconded by Council Member Barbara Jorgensen and passed unanimously.

Council Member Becky Ruffner made a motion to accept the recommendations of the Communication Plan workgroup in the allocation of \$100,000 for the hiring of a full-time Parent Awareness and Community Outreach Liaison. Council Member Ann Sult seconded the motion. The motion passed with six ayes, one nay, and one member abstaining.

Executive Session

Council Chair Anne Babinsky read the disclaimer concerning the rules of executive session to the public. Council Member Becky Ruffner made a motion to move into executive session, which was seconded by Council Member Kelly McCready and passed unanimously. The Executive Session began at 10:46 am. Council Member McCready left the Regional Partnership Council meeting for the remainder of the meeting at this time.

After the completion of Executive Session, Council Member Sherry Birch made a motion to close Executive Session. This motion was seconded by Council Member Mica Williams and passed unanimously. The public was invited back into the meeting room.

Regional Council Chair Anne Babinsky summarized the executive session.

Review and possible approval of Review Committee Grants and Contracts recommendation- Child Care Conferences

Council Member Barbara Jorgensen made a motion to approve the recommendation of the review committee for the Child Care Conferences Grant. This motion was seconded by Council Member Sherry Birch and passed unanimously.

Review and possible approval of Review Committee Grants and Contracts recommendation- Food Insecurity

Council Member Mica Williams made a motion to accept the recommendation of the review committee for the Food Insecurity Grant. The motion was seconded by Council Member Margie Beach and passed unanimously.

Council Member Becky Ruffner made a motion to explore the possibility of funding additional dollars to current grants pending review of need, capacity, and availability of funds in future months. This motion was seconded by Council Member Mica Williams and passed unanimously.

Regional Council Meeting Times

The meeting times for future Regional Partnership Council meetings were discussed. It was decided that this topic would be revisited when all new appointed members of the Yavapai Regional Partnership Council were present at the next council meeting so that the full council can provide input.

Council Member Reports/ Updates

Council Member Becky Ruffner briefly discussed the Home Visiting Federal funds available and the Home Visiting Task Force. The governor of each state is to appoint the entity responsible for applying for Federal Home Visiting funds.

Council Member Ann Sult was thanked for her service to the First Things First Yavapai Regional Partnership Council, as her term will end on June 30th, 2010.

Next meeting

The next meeting of the Regional Partnership Council is a regular meeting scheduled for July 28,2010 at 9:00 a.m. in Cottonwood.

Adjourn

Council Member Becky Ruffner made a motion to adjourn the meeting. This motion was seconded by Council Member Barbara Jorgensen and passed unanimously. The meeting adjourned at 11:40 a.m.

Tracey Craig, Acting Regional Coordinator

Approved:

Anne Babinsky, Chair

June 23, 2010