



FIRST THINGS FIRST

Ready for School. Set for Life.

Arizona Early Childhood Development & Health Board
Communications and Government Affairs Committee

Meeting Minutes

Call to Order

The regular meeting of the First Things First – Arizona Early Childhood Development and Health Board – Communication and Government Affairs Committee was held on February 24, 2011 at 1:00 p.m. The Meeting was held at the First Things First Office located at 4000 N. Central Avenue, Suite 800, Phoenix Arizona 85012.

Members Present In Person

Suzanne Pfister, Jane C. Strain, Joyce Lopez-Powell, Dana Naimark, Paula Hale, Hector Youtsey, Gretchen Jacobs, Bill Adams and Yvonne Hunter,
Vivian Saunders (arrived at 11: 30 a.m.)

Member Present via Teleconference:

Bettina Nava
Vivian Saunders (1:00 – 1:30 p.m.)

Members Absent

Steve Lynn
Will Humble
Rev. David Wade
Brian Spicker
Eric Descheenie
Lea Marquez Peterson

Rhian Evans Allvin, Executive Director, called the meeting to order at approximately 1:13 p.m.

Director Allvin reviewed the binder and its contents and recommended to the committee to bring it to the next meeting.

Review and discussion of the Communications Government Affairs Committee Governance Charter

Director Allvin reviewed with the members the Communications and Government Affairs Committee Governance Charter. Director Allvin state that the committee must comply with all open meeting laws and offered training to the committee – a suggestion was made that the length of the meeting be changed to 2 hours instead of three.

Review and Discussion of the Strategic Communication Plan Overview

Liz Barker Alvarez, Communications Director presented to the Committee the Strategic Communications Plan focusing on the messaging consistency and the importance of positioning First Things First as a Early Childhood Leader in Arizona gave information on the Strategic Communication Plan focusing on the messaging consistency and the importance of positioning First Things First a leader in early childhood in Arizona.

Ms Barker Alvarez acknowledge the First Things First community outreach team and their accomplished efforts in the community around Arizona including 421 presentations, 20,000 attendees and recruitment of over 3000 champions. Ms. Barker Alvarez stated that the community outreach liaison assists in connecting the community to the regional council members.

Diane Umstead, statewide community outreach manager was introduced and gave a brief overview of her responsibilities, the progress of the liaisons in their communities, their reporting process and their collaborative work. It was suggested that a monthly or quarterly report from the community outreach team be added to future agenda.

Director Allvin added that the community awareness is able to connect to K12 asking the committee for recommendations on obesity, diabetes, autism, etc. Member Hunter asked if First Things First had considered program for parents through the Department of Corrections that are dealing with probation status.

MS. Barker Alvarez overviewed how was the communications strategy plan was being fulfilled with that includes the purchase media buy on the shopping carts. Director Allvin stated how important for First Things First is to be transparent and worthwhile to spend money in the early childhood development and public awareness.

Member Nava mentioned about the educational component, personal stories, and how the bill board have been a life change. Ms. Hunter recommended elected officials to participate as to state how much they are able to accomplish and to know how much as they able to produce. Tele-messaging to give the community opportunity to express how much FTF has help in their lives.

Some concerns were raised on how we are spending money on advertizing, however Ms. Barker Alvarez briefly explained the public awareness is part of the statue and part of the funding strategy. Director Allvin also mentioned and explained about the leave behinds items and born learning materials. Director Allvin explained how program and administration funding is spending to any of the takeaways. If item doesn't have a message it cannot be purchase with program money, If leave behind has only a logo will be charge to administration funds.

Member Jane S. Strain mentioned that her experience in Cochise County. Jane stated that we have to be very cautious because it can come back and use against.

Member Dr. Paula Hale mentioned about the PSA out in Navajo and English, she will like to know if we have the funding to do so. Ms. Hale and Barker will take some time to discuss the PSA in Navajo Language. Ms. Vivian Saunders mentioned that the tribal radio stations will be an asset to this topic

Review and discussion of FTF Communications Resources

MS. Barker Alvarez explained about the attachment 4 for FY 11 and FY12. How the funding is broken down and Director Allvin mentioned that we are spending 3-4% of the tobacco revenue. Member Adam questioned if the Communication and Government Affairs Committee will have control over the FY12 funding budget. Director Allvin mentioned that the committee is in charge of recommendations; because the regional council decides where the money gets to be spent in their own community.

Presentation on FTF Overview

Presentation by Tiffany Erickson was not presented due to a family emergency.

Review and Discussion of Government Relations Overview

Director Allvin mentioned about the check tours success. In some presentation some representatives were present and had media coverage. Director Allvin shared about state relations and how important is to build relationship to have the support on early childhood. Director Allvin stated that the governor's office approached us, to borrow FTF funding for 24 hours on paper. Director Allvin also mentioned that First Things First has a group of people who are smart and is going to guide us on this process. First Things First Board will continue to have conversations about this lending, and how First Things First is involved.

Director Allvin briefly mentioned about the regulatory framework for illegal tobacco in small business that are selling illegal tobacco. Director Allvin shared about the Government Affairs position is to not only state relationship but also federal relationships. Director Allvin mentioned to the group about the March 28th first big trip to Washington that will focus on the Department of Education, Agriculture and Tribal relationships. Partnered with other agencies is an important to the federal piece.

3:02 p.m. Bill Adams left the Meeting

Beverly Russell – Stated that tribal are different and therefore Tribal Affairs is an agenda item for next meeting.

Member Hunter mentioned about the league of city program, if it is possible for First Things First to fund or take over the funding of certain child programs. Member Paula Hale recommended to expand the regional partnerships, and to participate in the caucus meetings and the Latino meetings, tribal meetings.

Discussions and Possible Vote on Future Meeting Date

Member Hunter stated that legislators that are doing economic development. Recommendations to discuss or review of issues that seems to be in a higher scale that takes you to the same - early childhood development, brain functioning

Member Jacobs questioned, in regards to child care programs, what are the regions doing to provide resources in their community. Member Naimark also mentioned how difficult is to find resources on child care programs.

Ms. Barker stated that we are working on the content to facilitate the finding of resources under regional council and under each zip code in the FTF Web site. Director Allvin added that Quality First team will improve information provided to the public. Member Jacob suggested more information on the website in regards to the child care programs and grantees.

Future meeting date April 28 from 1 – 4

Suzane Pfister, motioned

Dr. Paula Hale, second

8. Adjourn