



FIRST THINGS FIRST

Ready for School. Set for Life.

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

Meeting Minutes

Call to Order

The Regular meeting of the First Thing First – Arizona Early Childhood Development and Health Board – Communications and Government Affairs Advisory Committee was held on January 26, 2012 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:

Vivian Saunders, Bettina Nava, Mary Lou Valenzuela representing Brian Spicker, Sheila Sjolander representing Will Humble, Bill Adams, Yvonne Hunter and Dana Naimark.

Members Present via Teleconference:

Suzanne Pfister

Members Absent:

Steve Lynn, Gretchen Jacobs, Jane Strain, Hector Youtsey, Rev. Dave Wade and Paula Hale

Chair Vivian Saunders called the meeting to order at approximately 1:35 pm

Welcome & Introductions

Chair Saunders asked committee members, FTF staff, and guests for introductions.

Consent Agenda/*Review and Approval of 06-30-2011 Meeting Minutes

Chair Saunders reviewed the agenda for the meeting and asked members to review the minutes from the September 22, 2011 committee meeting. Motion was made to approve the consent agenda by Member Hunter, and seconded by Member Adams. Motion carried.

Presentation/Feedback on Public Awareness Efforts

Mrs. Barker Alvarez provided the committee with a briefing on the new public awareness creative concept. Mrs. Barker Alvarez provided the committee with a status update of the Fall Media efforts. Mrs. Barker Alvarez shared that commercials will be filmed very soon and that a photographer will be at the recording to take pictures that can later be used in the design of other "still:" elements of the campaign.

By unanimous consent and at the direction of Chair Saunders, the scheduled *Update on Community Outreach* agenda item was postponed for a future meeting.

Presentation/Discussion: Overview of State Tobacco Tax by Anthony Forschino, Assistant Director, Arizona Department of Revenue

Mr. Forschino provided an extensive briefing to the committee on the history, relevant legislation, and operations of the tobacco taxing structure in Arizona.

Member Hunter inquired as to how specifically the First Things First portion of the tobacco tax is collected on tribal lands. Mr. Forschino elaborated on the specific parameters under which various tobacco taxes can and are collected on tribal lands. Member Hunter asked about specific situations where the FTF portion of the tobacco tax is not collected on tribal lands and how that may or may not impact tribal participation in First Things First.

Mr. Sam Leyvas shared that First Things First was a voter-approved proposition whereby the enabling statute requires that all children in Arizona birth to age 5 be beneficiaries of funded programs. Although are tribal lands where not all tobacco taxes can or are collected, the First Things First statute mandates that all Arizona kids birth to age five be the focus of the agency's work.

Member Hunter suggested that there may be an opportunity to create public-private funding and other partnership opportunities with First Things First.

Mr. Leyvas share with the committee that the State Board has begun the process of investigating the kind of opportunities that Member Hunter has suggested.

Member Adams suggested that information around the specific workings of the tobacco tax presented in the committee meeting might be beneficial for Regional Council Members. He offered that incorporating some of this information in RPC orientations or Summit sessions might be a good way to share this information.

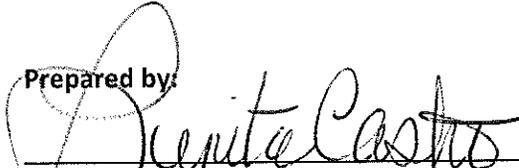
Government Affairs Update

By unanimous consent and at the direction of the Chair, Mr. Leyvas will send a government affairs and tribal affairs update to the committee via e-mail.

Adjournment

A motion was made by member Sjolander, seconded by member Adams to adjourn. The meeting adjourned at approximately 2:20p.m.

Prepared by:


Lupita Castro, Executive Staff Assistant