



The Santa Cruz County Child Care Planning Council
El Consejo de Planeación de Cuidado Infantil del Condado de Santa Cruz
www.childcareplanning.org

MEETING AGENDA

Thursday, March 13, 2008, 2:30-4:30P.M.

Location: Santa Cruz County Office of Education
809-H Bay Ave. Capitola, CA 95010

Members Present: Naomi Brauner, Sandy Davie, Larry Drury, Christine Furlanic, Jean Gallagher-Heil, Wilma Gold, Jim Hopper, Alma Martinez, Michele Mosher, Rob Mullen, Ellen Murtha, Ellen Ortiz, Tricia Pastor Cross, Claudia Vestal, Ann Wise and Nicole Young.

Excused Absences: Elizabeth Chavez, Elaine Henning, Kathy Mello, Jody Pemberton, and Wesley Van Camp, Linda Kishlansky, Katie LeBaron, Marilyn Moore, Maria Castro, Irene Freiberg, Barbara Griffin,

Staff Present: Diane Oyler, Sita Moon and Carole Mulford.

Guests Speakers Present: Angie Garling, Teresa Thomae.

Members of the Public Present: Erika Ismerio, Heidi Perlmutter, and Abbie Rosenberg, YWCA board members

I. CALL TO ORDER/INTRODUCTIONS

Meeting was called to order by Wilma Gold at 2:32 pm. All were welcomed and introduced themselves.

II. ADDITIONS TO AGENDA

None

III. ESTABLISH QUORUM

Quorum was established.

IV. APPROVAL OF FEBRUARY MEETING MINUTES

Minutes approved without corrections. Ann Wise moved to approve. Naomi Brauner seconded. Alma Martinez and Larry Drury abstained.

V. PUBLIC COMMENT AND COMMUNICATIONS

Jim Hopper announced that this would be his last meeting as a CCPC member. The council expressed appreciation for his many years of service and promised to keep him involved.

VI. LETTERS OF SUPPORT - The Council will consider letters of support that have been requested and take action.

A letter of support was received from Toni Campbell asking the Council to endorse Measure R. This measure would permanently authorize a percentage of sales tax in SC County that allocates money to the public libraries. The letter was read aloud for the entire Council to hear. Larry moved to discuss the letter of support. Tricia seconded the motion. Tricia expressed that it is important to support the library measure in order to keep the libraries receiving funds. The



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Council's role in this type of advocacy was discussed and Carole referred to the by-laws to determine our role. Ann Wise said that Measure 4 has already been endorsed by Michael Watkins and that the Board of Supervisors had already decided to put it on the ballot. Jean called for a vote. Motion passed unanimously.

VII. EXECUTIVE COMMITTEE REPORT

The CCPC brochures are being looked at for updates and revisions. Wilma mentioned that after much research, the committee is considering changing the name of CCPC to the Santa Cruz County Children's Planning and Advisory Council. Wilma asked people to give opinions or suggestions to Diane for discussion at the next meeting.

Wilma reminded people that the next social gathering will be March 21 at Michael's On Main at 5:00 pm.

VIII. STAFF REPORT

Diane announced that there will be a Curriculum Fair, Saturday, June 21 at St. Stephens Church in Santa Cruz. and would like the Council to endorse the event so that flyers could have the CCPC logo, etc. Rob Mullen shared some ideas on the conception of the Curriculum Fair. Wilma suggested that the participants consider a curriculum sharing activity. Jean moved that the council sponsor this event. Claudia seconded. Motion passed unanimously. Diane attended a Child Abuse Prevention meeting this month. They will be hosting an event called It Takes a Community to Raise a Child. The funding for CAP will be drastically cut in the future and the agency could use support. CAP needs and welcomes community participation in this event.

Diane described the plans for the Candidate Forum on April 9, here at the COE.

Sita gave a brief report on the STARS program.

Carole announced that the Packard Foundation has verbally accepted the COE's proposal for the Preschool For All planning, which should begin next fiscal year. Carole will continue to update the Planning Council on the grant.

Carole also mentioned that COE hosted a CPIN training on March 11, called Unwrapping the Foundations. The new document/book was distributed to those who attended.

IX. COMMITTEE ORAL REPORTS

a) MASTER PLAN COMMITTEE – Sandy

Sandy reported on the Alumni Input Session and how that input is being incorporated into the revised Master Plan. The next session, the Stakeholder's Input Session, will



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take place on April 11. A contact list will be circulated for updates and additions. Interested members are welcome to attend. The May CCPC meeting will be the public hearing for the plan, and then the finalized plan will be presented to the Board of Supervisors and Superintendent in June.

b) **AFTERSCHOOL PROGRAMS CONSORTIUM**

Nicole Young discussed activities of the committee. SC Public Library came and presented on the information data base. Lisa Dilles also presented on challenges on recruiting and retaining staff, which led to discussion on training issues, collaborating on trainings, key topics on professionalism, etc.

Miche mentioned that the ECE Conference planning committee is very excited about including the School Age programs component in this year's conference.

c) **PUBLIC POLICY AND PLANNING COMMITTEE**

Naomi reported that the committee is preparing for the Candidates Forum. The committee will ask for input from members. Carole has asked Community TV to come out and tape the event.

Jim mentioned that the family child care bill which proposed to unionization is on the Governor's desk for him to consider signing.

X. **PRESENTATION:** Ellen Murtha hosted a panel of resource persons for improving the financial viability of child care business during a slowing economy:

Angie Garling, LINCC and Alameda County CCPC Coordinator, shared LINCC resources and promotion of child care development projects:

- LINCC has 5 key strategies for child care: influencing land use policy, integrating child care into economic development and transportation planning, supporting facility development and improvement, enhance provider's business skills, and promote access child care as part of livable communities and smart growth.
- Angie distributed the LINCC Theory of Change model.
- LINCC members meet quarterly in a Learning Community to share plans, information and ideas.
- Linking child care to public transportation can provide a significant increase in parents using public transportation when their children are in facilities nearby.
- Many services as well as publications are offered through LINCC. Developer Toolkit, 20 Step Timeline for Developing a Child Care Center (developed in Santa Cruz), Linking Child Care, Transportation and Land Use: A Compendium, and the Economic Impact Reports.



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- LINCC has also begun providing TA in other counties for a fee.
- Santa Cruz County has been a lead county in the LINCC group since its inception and has set the mark for many aspects of LINCC services.

Teresa Thomae, Small Business Development Center Executive Director gave a brief history of the SBDC and the reasons why they provide such significant services for child care providers.

- The one-on-one consulting services are provided free of charge.
- There are also many workshops or seminars offered at very low cost to participants.
- ChildCare Ventures partners with SBDC which further increases the services for child care providers, and most recently focused service for family child care providers. One of the obstacles is that family child care providers often fail to see themselves as business owners.
- LINCC, CCV and SBDC as well as Pajaro Valley Business Center provide very specific supportive services to help these important businesses keep their doors open.

Ellen Ortiz, Child Care Consultant, presented on the Developer Fee Loan program.

- This program provides loans to child care programs which can be repaid by cash or forgiven in exchange for providing a prescribed level of child care services for a set period of time.
- On average there has been about \$100,000 per year to distribute among providers who apply, (depending on the amount of building that occurs in our county.)
- There is an application time line each year, and a committee dedicated to reviewing the applications which the Board of Supervisors then approves.

Michele Mosher, Director Mentor Program Coordinator, described the services offered by the Early Childhood Mentor Program.

- Cabrillo is one of the first counties to have the Director Mentor Program, which often collaborates with Child Care Administrators Network and CDRC.
- Meetings and workshops are offered on a regular basis to enhance the professional development of directors in the community.

XI. ADJOURNMENT - 4:23

Next meeting: Thursday, April 10, 2008, 2:30-4:30. Location SCCOE, Board Room