



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

Preschool For All Taskforce Meeting
Tuesday, January 24, 2005, 1:30-3:00
County Office of Education- Ed Services Conference Room

Minutes

Committee Members: Sandy Davie, Carole Mulford, Vicki Boriack, Irene Freiberg, Claudia Vestal, Naomi Brauner, Tricia Pastor

Members of the Public: Maria Castro, Carmen Young, Kathleen Avalon, David Bilardello

I. Continue Planning March and April Events.

Invitees: Workforce Development Agencies, School District Superintendents, County Superintendent of Schools, First 5 Santa Cruz Commissioners, City Council Members, John Laird, Joe Simitian, Simon Salinas, Presidents of all School Boards, all Santa Cruz County Family Child Care Providers and Child Care Center Staff. Space will be limited to 150, an RSVP will be required. Translation services provided and child care by RSVP only.

Content:

- Importance of Preschool including research indicating benefits of Preschool- Hiranya to ask Catherine Atkin (President of Preschool California) to present this topic.
- John Laird to talk about the facts of the initiative and Wilma Chan to talk about her work in authoring the enabling legislation.
- All three to answer questions after presentation

Format:

5:30 to 6:00 Refreshments and Networking/ Registration and Child Care

6:00 to 6:30 Taskforce to provide brief intro. Power of Preschool presentation by Catherine Atkin.

6:30 to 8:00 John Laird and Wilma Chan will present and then all three to answer questions (by index cards depending on turnout) and then Taskforce to do brief closing.

Packets:

To include a one page summary of the initiative, demographic data for Santa Cruz, cost analysis of PFA in SC, what is quality child care, FAQ sheet of PFA, get involved flyer and to get more information, conference flyer.

II. Media Update:

At next meeting, plan to develop top three talking points amongst to be used with media. Hiranya to bring Preschool California's talking points.

Possibility of developing local evening media training for:

COE- Superintendent or designee (Carole Mulford)

First 5- ED or designee (Susan True)

LPC- Chair or designee (Wilma Gold)

Cabrillo- Dept or designee

FCC Association - Claudia's designee

South County – Angelica Renteria and FCC provider (ask Maria Bocanegra)

And a list of four or five programs and names of directors/staff: Community Bridges, GoKids, Casa Pequena, etc.

Sentinel stories and responses: Hiranya to email out drafted responses and Sandy, Naomi and Tricia to compose letters of response to send in to Sentinel.

III. New member recruitment: focus on South County representation.

Hiranya to call Kathy Lathrop, Erika Ismerio and Cirila Ramirez re: joining the PFA Taskforce.

IV. Discuss development of a PFA work plan for planning and early implementation and nominations for PFA Advisory Council.

Tabled until next meeting

V. Next Meeting Date: February 28th, 1:30 to 3:30