



**The Santa Cruz County  
Child Care Planning Council**  
El Consejo de Planeación de Cuidado  
Infantil del Condado de Santa Cruz  
[www.childcareplanning.org](http://www.childcareplanning.org)

Preschool For All Taskforce Meeting Minutes  
Tuesday, February 28, 2005, **1:30-3:30**  
**County Office of Education- Ed Services Conference Room**

**Committee Members Present:** Sandy Davie, Carole Mulford, Vicki Boriack, Irene Freiberg, Claudia Vestal, Tricia Pastor, Carmen Young.

**Members of the Public Present:** Rebecca Garcia, Erica Ismerio, Arcelia Montoya (SEIU), Wendy Wyckoff (Santa Cruz Adult School), Mary Powers (Santa Cruz Adult School).

**I. Update on planning March and April events.**

**March Event**

**Outreach/RSVP's**

- Flyers have been sent to all Family Child Care Providers, all centers and to the LPC guest list. Emails were sent to the Planning Council and others.
- A Press Release was sent out to Radio, TV and Print Media.
- Hiranya to compose a 30-second PSA to go out to Radio Stations.
- 93 (as of 3/9/06) people have RSVP'd to date (including Taskforce and LPC members)
- Child Care to be provided in Ocean/Pacific Room. Depending on size of group and ages of children, could divide the room in two. Trustlined workers to bring materials.
- PFA Initiative has been assigned Proposition # 82.
- Hiranya to ensure that the flyer is sent to the Planning Commission and City Council Members

**Presenters**

- Chan and Laird confirmed. Hiranya to ask Chan if she is able to field questions about the Initiative itself (ie. does she have all the facts about the initiative). Laird to talk about budget implications and local implications. Preschool California cannot send anyone- they've referred our request to the Preschool For All Campaign who is developing a speakers bureau and should be able to send out a speaker. Hiranya to arrange special guest parking for Chan and Laird.
- Possibility of showing Preschool California video on the benefits of preschool as introduction. Or we could show a different video that is not put out by a Prop 82 advocacy agency.
- Julie Olsen-Edwards as possible speaker on the importance of quality preschool?
- CDPI person to present the importance of preschool?

**Packets**

- Folders purchased, sticker created, pencils from CDRC to be included.
- Packet contents: R&R one-page summary of the initiative, demographic data for Santa Cruz, what is quality child care, FAQ sheet of PFA including timeline, ECE

conference flyer and a Taskforce flyer. Vicki to send all info on demographic data and timeline.

- Hiranya to email out draft FAQ sheet to Taskforce for review.
- CDRC to develop info flyer on PFA to be mailed out to all providers.

#### **Videotaping**

- Community Television will do videotape of the event for approximately \$300.

#### **April Event**

- Kris Perry not going to be keynote speaker. ECE Conference Planning committee looking for a new speaker to talk about PFA. Marcy Whitebook as possible keynote. Could she stay after and sit on a panel with Julie Edwards and Jeannie McGloughlin? UPDATE as of 3/9/06: Kris Perry will speak at event after all.
- Hiranya to call CDPI or PFA Campaign to host question and answer session at conference after keynote speech. Nancy or someone else locally (or Jeanie McGloughlin) to co-present with a PFA campaign speaker? Local panel of PFA and Workforce Development members? Julie Edwards? Vicki?

#### **II. Media:**

Members reviewed Preschool California's media talking points and together develop our own top three talking points to be used with media locally.

#### **III. COE Grant from First 5:**

By June 30<sup>th</sup>, the COE will have reviewed PFA plans from other counties, formalized an advisory committee and adopted the work plan for the planning and early implementation of Preschool For All. First 5 will be hiring a consultant to help facilitate this process

#### **IV. Next Meeting Date:**

March 21<sup>st</sup>, 1:30 to 3:30- interim packet building meeting.

March 28<sup>th</sup>, 1:30 to 3:30- next regularly scheduled meeting.

#### **Agenda items for next agenda:**

- Outreach Methods

#### **Announcements:**

United Child Care Association (Union for FCC providers) has just voted to support PFA.