



**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)

**MEETING MINUTES**

**Thursday, August 13, 2009, 2:30 - 4:30 pm**

**Location: Santa Cruz County Office of Education, Board room  
400 Encinal St. Santa Cruz, CA 95060**

**Members Present:** Vicki Boriack, Irene Freiberg, Christine Furlanic, Jean Gallagher-Heil, Wilma Gold, Ellen Murtha, Michele Mosher, Sita Moon, Rob Mullen, Ellen Murtha, Ellen Ortiz, Tricia Pastor-Cross, Jerri Winner, Ann Wise, Nicole Young.

**Excused Absences:** Naomi Brauner, Elizabeth Chavez, Elaine Henning, Erika Ismerio, Linda Kishlansky, Brian Sanford, Larry Drury

**Guest:** Flora Zulli, Denise Gannon, Jim Marshall, Christina Herrera, Sonia Cervantes

**Staff Present:** Diane Oyler, Carol Mulford

- I. CALL TO ORDER/INTRODUCTIONS – Nicole Young and Ellen Ortiz  
All members introduced themselves, and guests were welcomed to the meeting.
- II. AGENDA REVIEW AND QUORUM CHECK  
Quorum was established
- III. APPROVAL OF CONSENT AGENDA
  - a) RETREAT MINUTES
  - b) STAFF REPORTMotion to approve Consent Agenda as presented made by Ann Wise, seconded by Vicki Boriack. Motion carried.
- IV. PUBLIC COMMENTS AND COMMUNICATIONS
  - Jim Marshall is the new Cabrillo College Children’s Center Director.
  - Migrant Head Start requested a letter of support for its Head Start expansion proposal, which would fund services for 15 children in north Santa Cruz County (or other parts of county as needed).Motion to write a letter of support for Migrant Head Start made by Wilma Gold, seconded by Jean Gallagher-Heil. Motion carried.
- V. RECAP OF JUNE RETREAT
  - Reviewed key themes in CCPC member survey and annual retreat: focus on core functions of CCPC, prioritize efforts, and focus on advocacy.
  - Additional sub committees were not formed at retreat.



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- The Council has many tools it can use to identify the focus and priority for the year (ASAP Plan, Master Plan, etc).

VI. REVIEW STANDING COMMITTEES MATRIX

- Reviewed Standing Committee Matrix. See Attachment 1.
  - Additional clarification: Subsidized Programs Consortium (SPC)
    - Includes non-CDD contract programs.
    - SPC will have role in new mandate for LPC's (coordinate the Voluntary Temporary Transfer of CDD funds).
    - Latchkey funds are ending and Voucher Project is picking up funding for 125 children.
- Additional clarification: Central Coast Early Childhood Education Conference committee.
  - Committee meets the goal of the Council to support early care professionals in the field.
  - Conference sponsors include SCCOE, Go Kids, Cabrillo College, CCAEYC and First 5.
- The *Family Child Care Alliance* consists of members of the CCPC but is not a standing committee. Member's collaborate to minimize regulation requirements on family child care that contract with CDD programs. The programs serve more preschoolers than infants/toddlers.

VII. CCPC PRIORITIES FOR 2009 -10

- Proposed priority for 2009-10: Position the Council and its members to be effective advocates for Early Childhood Education (ECE) and School-Age Extended Learning (SAEL).
- Members met in small groups to discuss:
  - What advocacy means to you?
  - What would you need to know about or know how to do to be effective advocates.
- Key Themes:
  - Definition of Advocacy**
    - Be a voice for others.
    - Have a passion/personal connection.
    - Education
    - Develop an action plan.



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- Engage others
- Build on what we have done.
- Select a few issues and do them well.

**Summary of Knowledge/steps**

- Identify pressing issues
- Educate ourselves on: CCPC Mandates, advocacy parameters, and issues.
- Identify and understand the audience.
- Define point of view
- Define “the request”
- Develop advocacy tools

- Next Steps:

- Committee review list of priorities and propose process for selecting “pressing issues.”
- Executive CCPC select pressing issues to focus on, then develop advocacy plan.
- Determine need for subcommittees based on plan.

VIII. PRESSING AND EMERGING ISSUES IN ECE AND SAEL

- List of pressing and emerging issues requiring advocacy was developed during retreat. Members were given opportunity to identify additional issues.
- ASAP Plan: Packard approved SCCOE’s request for a 6-month extension to expend remaining grant funds. Utilizing funds is a priority and fits within the broad definition of advocacy.
- Child Care Funding – locally and state wide levels
- Health and Mental Health Services for children
- Workforce Development and Retention
- Quality Rating System development at the state level by QL RIS committee.
- Positioning CCPC to be effective advocates will require understanding the CCPC mandates and parameters around advocacy (e.g. what CCPC can/can’t do as representatives of Board of Supervisors and County Office of Education).
- Next steps: Executive committee will review the list and ask ASAP work group chairs for input on ASAP implementation strategies.



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IX. ANNOUNCEMENTS

- There was a tie in the voting for ECE Conference Vision and Voice Award, Miche will take the results to the committee for tie breaker discussion.
- The Community Programs Task Force is meeting to decide how to prioritize funding for human services programs. CCPC members are encouraged to attend the next meetings on 9/14/09 and 10/3/09 from 3-5 pm at Simpkins Swim Center.

X. ADJOURNMENT

Meeting was adjourned at 4:30 pm.

**Next meeting:** Thursday, September 10, 2009, 2:30 – 4:30 pm.  
Location: Santa Cruz County Office of Education, 400 Encinal St.  
Santa Cruz, CA 95060