



**March 17, 2021 COMMISSION MEETING**

**Zoom Meeting\***  
**5:30 P.M. – 7:30 P.M.**

**I. CALL TO ORDER (5:30)**

**II. MINUTES OF MEETING (5:35)**

- February 17, 2021

**III. COMMISSION COMMENT (5:40)\***

A chance to reflect on the activities in which you engaged that are related to our theory of action and implementation strategies.

**IV. PUBLIC COMMENT (5:55)**

**V. EXECUTIVE DIRECTOR/STAFF REPORT (6:00)**

**VI. COMMISSION DISCUSSION (6:10)**

- Communication Plan – *Michelle Fadelli Discussion*
- Strategic Planning Consultant RFP – *Pegah Faed Action*

**VII. FINAL COMMENTS (7:20)**

- Other Business
- Commission Directives/Next Steps for Staff

**Next Meeting: April 21, 2021 at 5:30pm**

**First 5 Marin**

**1050 Northgate Drive Ste 130**

**San Rafael, CA 94903**

**\*Members of the public: Please contact [michelle@first5marin.org](mailto:michelle@first5marin.org) should you wish to join the open portion of the meeting via Zoom.**



Copies of documents used in this meeting are available in accessible formats upon written request.

The agenda is available on the Internet at <http://www.marincfc.org>

In accordance with the Americans with Disabilities Act, if you need special assistance (i.e. auxiliary aids or services) in order to participate in this public meeting, please contact First 5 Marin by calling (415) 257-8555 or email [mcfc@marincfc.org](mailto:mcfc@marincfc.org) at least five (5) business days prior to the meeting.



# DRAFT

## Meeting Minutes – February 17, 2021

### I. CALL TO ORDER

Commission Chair Kari Beuerman called the online meeting to order at 5:35 p.m.

#### **Commissioners participating online:**

Kari Beuerman- *chair*  
Lucia Martel-Dow– *vice chair*  
Dr. Itoco Garcia  
Lisa Leavitt MD  
Maria Niggle  
Supervisor Dennis Rodoni

#### **Commissioner/s Excused**

Gabrielle Auguste  
David Bonfilio  
Kristen Seatavakin

#### **Staff participating online:**

Pegah Faed – Executive Director  
Michelle Fadelli, Manager of Public Policy and Communications  
Susanne Kreuzer, Manager of Help Me Grow Marin

#### **Guests participating online:**

Chris Durbin  
Lael Lambert, Marin County Health and Human Services

### II. MEETING MINUTES

Commissioner Beuerman asked if there were changes, additions or corrections to the commission minutes for the last meeting on January 20, 2021.

**Motion/Second: Martel-Dow/Niggle**

The minutes of January 20, 2021 were unanimously approved.

### III. COMMISSIONER COMMENTS

**Commissioner Niggle** reported that the “P5 strategies” for integrating preschool into the K-12 system in West Marin was presented to the board of the **Shoreline Unified School District** recently, with support from **Marin Promise Partnership** and the West Marin Fund. In March, there will be a follow up presentation about the preschool experience.

Commissioner Niggle also asked about summer opportunities for Pre-K, with concern for kindergarten readiness under COVID conditions. Michelle Fadelli mentioned the summer bridge programs funded by First 5 Marin, and suggested we could present a status report at the next commission meeting.

**Commissioner Martel-Dow** announced her appointment as a trustee on the Board of Education for **San Rafael City Schools**. She said that Marin is leading the way with plans for hybrid learning. And she reiterated that First 5 Marin’s partnership with schools is very important.

**Supervisor Rodoni** reported on the rent freeze in two census tracks in San Rafael and three census tracks in Novato, followed by the recent approval of a rent freeze for the County—in Marin City and West Marin. These two unincorporated census tracks were the hardest hit from the pandemic. He also reported on the approval of \$7.6 million in rental assistance from the federal government, plus an additional \$8 million from the state that can help address tenant debt. The question is whether landlords will accept an 80% payoff, and be willing to write off the 20% loss.

**Commissioner Beuerman** reported that the Public Charge group she has been co-leading since 2017, along with Shirin Vakharia from the Marin Community Foundation and First 5 Marin executive director Pegah Faed (and previously Amy Reisch), is transitioning to a broader organization for immigrant rights and justice. The group will be working on benefits, COVID issues, policy, and education equity.

Commissioner Beuerman also reported that the **Marin Community Foundation** is working on a “guaranteed income” pilot, and staff from Public Assistance is engaged. (Specifically, they need to look how receipt of \$1,000 can impact benefits.) She also mentioned that referrals and cases in **Child Protective Services** were down 20% in 2020; this is concerning under COVID conditions. Meanwhile, cases in **Adult Protective Services** are up by 10%.

**Commissioner Garcia**, who is superintendent of the **Sausalito-Marin City School District**, reported meeting with Maria Niggle/Marin Promise Partnership and other partners about becoming a Pre-K-to-8<sup>th</sup> grade district. He also talked about the stress parents are facing under COVID, and mental health concerns. Parents need easy access to childcare, and services for young children. He is working with the **Marin County Cooperation Team** which provides comprehensive support services for families, originally in Marin City and now countywide.

**Commissioner Leavitt** reported that the **Marin Community Clinics** is conducting

screening for ACEs (Adverse Childhood Experiences); about 80% of their clients have been screened. She also mentioned the **California Children's Trust** and the **Marin Community Foundation** working to communicate that "Children are Safer in School." (Commissioner Garcia expressed his support!)

\***Pegah Faed** reported that Dr. Alison Briscoe-Smith is working in thought-partnership with the Marin Community Foundation on this issue.

\***Commissioner Niggle** asked whether any FQHCs are screening for ACEs.

\***Commissioner Garcia** commented on the post-COVID world in which we will need to transition toddlers back into school settings (from learning-at-home, and learning online), with concern for their social-emotional well-being. In response, Susanne Kreuzer mentioned that the **Marin Child Care Council** (MC3), the **Marin County Office of Education** (MCOE) and the **College of Marin** (COM) have been working with family childcare providers on this issue.

\***Michelle Fadelli** mentioned that the Marin Communications Forum could host an event on ACEs and COVID in May (for "Mental Health Awareness Month"). We could make an invitation to Dr. Nadine Burke Harris, California Surgeon General; she is the new chair of First 5 California.

#### IV. PUBLIC COMMENTS

**Guests introduced themselves:**

**Chris Durbin** – retired speech pathologist (birth to age 3 and up to age 5)

**Lael Lambert** – County of Marin, public health and family health

#### V. EXECUTIVE DIRECTOR'S REPORT

**Michelle Fadelli** reported that a revised video from the "Guaranteed Income" forum had been prepared and distributed (following the online disruption). Pegah added that we have upgraded our Zoom account to allow for webinar-style events, but noted that it is expensive. Commissioner Martel-Dow supported the expense of the upgrade, adding that it's important to conduct the forums without interruptions. (She added that **Canal Alliance** is partnering with a local firm to manage their online events.)

**Susanne Kreuzer** reported that "Help Me Grow Marin" will launch on February 25<sup>th</sup> (with a Marin Communications Forum event, 10 am to noon); there will be speakers from the state and national Help Me Grow organizations. She also said that visitors have been active on the new website: [www.HelpMeGrowMarin.org](http://www.HelpMeGrowMarin.org).

Susanne also reported that she is working with "Unite US" about database opportunities. And the action plan for home visiting was approved and sent to the State. (Michelle added that Susanne had a Marin Voice opinion editorial published in support of Help Me Grow and the Marin Communications Forum scheduled for February 25<sup>th</sup>. See "Everyone caring for kids needs help finding the right resources," published in the Marin Independent Journal on February 16, 2021.)

**Executive Director Pegah Faed** reported that she represented First 5 Marin on the “Guaranteed Income” demonstration project, which will be on next month’s agenda. She also reported that **Genentech**, the **Blue Shield Foundation** and **Futures Without Violence** are working together on “All in for Kids,” an initiative to raise awareness and urgency in preventing and reversing childhood trauma.

## VI. COMMISSION DISCUSSION

### A. Responsive COVID Mini-Grant Program Recommendations

Michelle Fadelli reported on the grant applications for the COVID relief grants offered by First 5 Marin in January. 82 applications were submitted by small or family childcare providers and 44 applications were submitted by community-based organizations and large childcare providers; 1 application was withdrawn, due to the older ages of the youth involved. The total requested sum was nearly \$600,000; the Commission had originally approved funding of \$75,000.

Due to the tremendous request, staff recommended that all applicants receive one of two amounts, based on the size of the organization: \$500 for small organizations (totaling \$41,000) and \$1,000 for large organizations (totaling \$44,000). At these grant amounts, the total would be \$85,000-- \$10,000 above the amount previously approved.

#### Discussion:

- \* **Commissioner Niggle** asked about the “value” of giving \$1,000 where the “need” is \$10,000.
- \* **Commissioner Martel-Dow** recused herself from this decision, as Canal Alliance had submitted a request.
- \* **Commissioner Beuerman** asked whether the childcare providers are licensed. Michelle said we would be checking licensure with the Marin Child Care Council.

Commissioner Rodoni moved to approve funding for the COVID mini-grant program at \$85,000.

#### Motion/Second: Rodoni/Garcia

Funding for the COVID mini-grant program was unanimously approved at the increased funding level of \$85,000, with Commissioner Martel-Dow recused.

*\*\*\*Commissioner Garcia added that the next time grants are offered, we should consider additional criteria to address equity issues.*

### B. Summer Backpack Project

Michelle Fadelli presented a proposal for the purchase of backpacks filled with at-home learning supplies for distribution. The idea was based on the “Little Learner” backpacks distributed by the **Marin County Free Library** last year. First 5 Solano recently purchased in excess of 5,000 backpacks through Office Depot, filled with school supplies, and the program was a great success.

Michelle contacted library staff about partnering on a new backpack program for young children; they have committed to distributing 1100 this summer.

First 5 Marin will select the items to be included, such as paper, pencils, markers, glue stick, scissors etc. The Library has agreed to add five bilingual books to each backpack. Office Depot will procure all the items selected, assemble each backpack, and deliver to Marin County.

Michelle noted that we can add printed materials to the backpack, such as flyers on First 5 Marin or Help Me Grow Marin.

The backpacks, purchased in bulk, are less than \$5 each. An assembly fee of approximately \$1 per backpack will be charged.

At a total per unit cost of \$20, procurement of 1100 backpacks would be \$22,000; at \$25 per unit, it would be \$27,500.

[If successful, this program could be continued next Fall, with distribution to Parent Services Project, North Marin Community Services etc.]

\***Commissioner Niggle** said the Little Learner backpacks were a big success in West Marin.

\***Commissioner Garcia** said there was big support for this in Marin City. He added it would be an important tool to support the PreK-to-Kindergarten transition.

\***Commissioner Rodoni** said the County has had an “emergency kit backpack” that had been distributed—only after the recipient signed up for online alerts, which was a great way of getting them into the system.

\***Commissioner Leavitt** suggested our learning backpacks could have library card information.

\***Susanne Kreuzer** said we could also include immunization information.

\***Commissioner Niggle** agreed that Help Me Grow and ASQ information would be good.

\***Commissioner Beuerman** suggested program information from Marin County Health and Human Services, such as CalFresh and WIC.

*Commissioner Garcia moved to approve funding 1100 backpacks at \$20 per unit.*

*Motion/Second: Garcia/Martel-Dow*

*Funding for the summer backpack project was unanimously approved.*

C. Presentation of the Executive Director’s R3 Implementation Plan + Evaluation Planning + Strategic Planning

Executive Director Pegah Faed presented her “R3 Implementation Plan with a slide deck of summary slides. (A Zoom recording of this presentation is available for those who would like to review.)

1. Programmatic Priorities

- \* **Exploratory projects** – Pegah is working with community partners on issues like guaranteed income, a children’s system of care.
- \* **Help Me Grow Marin** – Pegah is working with staff on the February 25<sup>th</sup> launch and follow up, a strategic plan, structure.
- 2. **Communications Strategy** – Michelle Fadelli is developing a communications plan (draft due to Pegah on March 1<sup>st</sup>) which will include social media, cyber security, forums, and the new logo and website. The plan will be presented to the commission for review and comment.
- 3. **Commission Engagement** – Pegah is developing a plan for commission engagement, and will be hiring a consultant. Kickoff is planned for May 2021.
- 4. **Evaluation Framework** – The evaluation contract with Luminare is ending June 2021; they are working on an “evaluation compendium.” Also, Pegah is forming a visioning group, and would like a subcommittee of commissioners to join her and Michelle for three high level discussions (March to May).
- 5. **Operations Refresh** – Pegah will be reviewing contracts, invoicing, onboarding staff/commissioners, filing and other operational functions.
- 6. **Strategic Planning** – Pegah will be working on a policy agenda, assembling an advisory body, and reviewing staffing needs. This work will include “REDI”—race, equity, diversity and inclusion—as well as justice issues, family-centered practices, and policy and systems change. She envisions hiring a consultant for this process, and noted that the current strategic plan ends in June of 2022.

\***Commissioner Garcia** asked about policy development, and how that will happen. Pegah said that we have First 5 California, the First 5 Association, and 57 other county commissions for information and support.

\***Commissioner Beuerman** asked what would be needed for the evaluation subcommittee. Pegah said this group would be staff and a few commissioners, meeting two or three times by June. We want to look at what evaluation has meant in the past and what the future needs are. We will review First 5 history. Principles will include: First 5 as a learning organization, policy, and systems change.

\***Commissioner Leavitt** asked about the RFP for a consultant. Pegah said the consultant would be short term, July 2021 through June 2022, with the new strategic plan being due in June of 2022.

Pegah asked about volunteers for the “Evaluation Subcommittee.” Commissioner Rodoni “volunteered” long-time **Commissioner David Bonfilio** *in absentia*; **Commissioner Beuerman** and **Commissioner Martel-Dow** also volunteered. **Commissioner Niggle** is considering participating.

VII. **ADJOURNMENT** – Commissioner Beuerman adjourned the meeting at 7:10 p.m.

**NEXT SCHEDULED COMMISSION MEETING:**

**Wednesday, March 17, 2021**  
5:30 p.m. to 7:30 p.m.

Online



## Executive Director's Report

March 2021

### Public Policy and Communications

**Communications Plan** – Michelle has prepared a draft Communications Plan for First 5 Marin, outlining our goals, audience, and strategies. The Plan also includes a detailed work plan for 2021, with monthly priorities and a focus on the Marin Communications Forum.

**COVID-Relief Grants** – As approved by the Commission at the February meeting, the checks for the COVID-relief grants were printed and mailed on March 11th. These grants are providing \$85,000 of assistance to family child care providers (\$500), as well as larger child care providers, preschools and community-based organizations (\$1,000). (As a reminder, we had over 125 applications requesting a total of \$600,000.)

**Daily Emails** – Michelle continues to produce daily emails with content for at-home learning for young children— stories, songs, games, indoor/outdoor activities, fitness, and nutrition etc. [If you know someone who would like receive these emails, please send a name and email address to [Michelle@First5Marin.org](mailto:Michelle@First5Marin.org).]

**First 5 Marin Website and Logo** – Michelle and Pegah continue working with our consultant, Howry, on the development of a new logo for First 5 Marin and a new website (which will highlight commission meetings and events and feature the new Help Me Grow Marin program, the Marin Communications Forum, and the California Parent Guide from First 5 California). The logo design is complete and being prepared for our use; the wireframes have been completed for the website, providing the basic structure for all the new content. Both will be presented at the April commission meeting.

**Marin Communications Forum** – The Forum is continuing online, and we continue scheduling topics for 2021. The most recent forum was:

**Launch of Help Me Grow Marin County** (February 25, 2021) – This forum included an introduction to the “Help Me Grow” (HMG) concept from the executive director of the national HMG program, a summary of statewide programs and advocacy from the First 5 Association, and an overview of Help Me Grow program in Marin by executive director Pegah Faed and program manager Susanne Kreuzer. The forum also included review of the website and testimonials from local success stories: Aideen Gaidmore (Marin Child Care Council), Lourdes Romo (Papermill Creek Children’s Corner), and Maritza Barahona (Help Me Grow Marin).

Michelle continues working on outreach to introduce Help Me Grow Marin and to promote the bilingual services available.

Upcoming forums include:

- **March 25, 2021: Children Now: CA County Scorecard of Children's Well-Being**  
Staff from Children Now will be presenting the Marin County datapoints in their new statewide report. We are also working on arranging participation from a few Marin County organizations.
- **April 2021: Child Abuse Prevention** – We are working with the Child Parent Institute (CPI) and the Child Abuse Prevention Council of Marin (CAPC) to present the forum originally scheduled for last April—related to child abuse prevention goals, foster care and the role of Children and Family Services in the County of Marin + Marin County data.
- **May 2021: Adverse Childhood Experiences and COVID** (tentative, for Mental Health Awareness Month)
- **June 2021: Immigrant Rights and Justice** (tentative)
- **September 2021: Emergency Preparedness** (tentative; working with the Marin County Office of Emergency Services)

**Newsletter** – Michelle continues to produce a monthly newsletter to announce our events and programs. The latest edition was emailed out on Monday, March 8<sup>th</sup>. (If you have child/family news to share, please email Michelle.)

**Opinion Editorials** – Michelle worked with Susanne Kreuzer on a Marin Voice Piece in support of the Help Me Grow forum in February. “Everyone Caring for Kids Needs Help Finding Right Resources” was published on February 16, 2021. Michelle also worked with Commissioner Maria Niggle on an op-ed about the new data report from Children Now; her Marin Voice, “County Scorecard: Marin Children by the Numbers” is scheduled to be published on March 22, 2021.

**Summer Learning Backpacks** – As approved by the Commission, Michelle is working with Office Depot to procure 1,100 drawstring backpacks and all the home-learning items (crayons, paper, scissors etc.) that will be included. We are partnering with the Marin County Free Library on this project; they will include three bilingual books in each backpack, and they will also handle distribution this summer.



- **Marin Home Visiting Coordinating Collaborative:** The Action Plan for the Marin Home Visiting Coordinating Collaborative has been submitted and accepted. The group will be meeting on the second Tuesday of each month from 1:00 p.m. – 3:00 p.m. This group is currently made up of 15 members from 11 partnering agencies. The group will develop a working definition of Home Visiting to be used in our work and to see if there is any other organization that needs to be at the table.
- **HMG Launch:** The launch of Help Me Grow Marin was held virtually on February 25, 2021. It was well received and successful. There were 130 people registered and about 105 people in attendance. We had Dr. Tracey Hessel Associate Medical Director,

Pediatrics, Marin Community Clinics, Kimberly Martini-Carvell, Executive Director, Help Me Grow National Center, Heather Little, Systems Director, First 5 Association, Aideen Gaidmore, Executive Director Marin Child Care Council and Lourdes Romo, Executive Director Papermill Creek, Children's Corner.

- **Outreach & Engagement:**

- Maritza and Susanne have been asked to speak at a few events. Maritza will be participating in 2 Spanish speaking events. The first speaking engagement will be on Wednesday, March 10 with the Multicultural Center of Marin. She will be on the Radio and Facebook. The second event is scheduled in April 2021 with the Next Generation Scholars. She will be speaking to a parent's group. Susanne will be speaking at the Children and Family Services staff meeting in March 2021 and has been asked to join a steering committee to develop a Systematic Improvement Plan for Golden Gate Regional Center's Early Start Program on Social and Emotional Development. This is a mandate put out by Department of Developmental Services for California. It has been rolled out in Co-horts.
- Maritza and Susanne continue to participate in state, national and local meetings and webinars focusing on current issues and partnerships to support family and children. The National HMG office has been having input sessions on the strategic plan. Information that has been presented can be found on the National HMG website

- **Strategy Planning:** Pegah, Michelle, Susanne and Maritza continue the conversation and the development of a work plan with Jill Casey for the Help Me Grow Marin.
- **Data Related Work:** Pegah, Susanne and Maritza had a zoom conference with Liz Cowley from UniteUs. Another call is set up with the Kaiser Representative, and the above individuals for later in March 2021.

#### **Other Activities:**

- **Budget Planning:** In preparation for the FY 21-22 budget approval, Pegah is working through drafting a budget for the finance committee to review in April. The updated draft will be presented for entire Commission review, with final approval in June 2021.
- **Evaluation Transition Team:** The First 5 Marin Evaluation Transition Team will consist of representation from Luminare group, First 5 Marin staff (Pegah Faed & Michelle Fadelli), and Commissioners (Dave Bonfilio, Lucia Martel-Dow, Kari Beuerman). The first of three meetings will take place on March 25<sup>th</sup>. These meetings will be an opportunity to build a group that extends beyond and supports staff in cultivating the purpose and vision of evaluation as it comes further into focus through our upcoming strategic planning process.
- **First 5 Association Strategic Planning Process:** First 5 Association is starting their strategic planning process and Pegah will be participating in those sessions set up by the consultant. This is an excellent opportunity to listen and align our upcoming First 5 Marin strategic planning process with the effort happening at the Association. Stay tuned for more updates as that work progresses.



## Memorandum

**To:** Commissioners

**From:** Pegah Faed, Executive Director

**Date:** March 17, 2021

**Re:** Strategic Planning Consultant RFP

First 5 Marin will be entering the last year of our current 5 year strategic plan, FY 2017-2022. In preparation for the next strategic planning cycle, staff are requesting the Commission's approval of a do not exceed amount of \$150,000 for a 1 year strategic planning contract. The selected contractor would be responsible for the following tasks:

- Extensive community and stakeholder engagement process
- Drafting of 3 year strategic plan
- Drafting of Implementation plan and complementary evaluation framework

If approved by the Commission, the RFP will be released by early April and the consultant will be selected by June 2021 with a start date of July 1, 2021. The budget for this contract will be included in the upcoming budgeting process for the FY 2021-2022.

**REQUEST:** Not to exceed amount of \$150,000 for a 1 year strategic planning consultant.