

FIRST 5 KERN
KERN COUNTY CHILDREN AND FAMILIES COMMISSION

TECHNICAL ADVISORY COMMITTEE

Regular Meeting
Monday, June 17, 2019
2724 L Street
Bakersfield, California

MINUTES

COMMITTEE CONVENED @ 3:02 P.M.

ROLL CALL

Committee Commissioners: Lerude (Chair), Richers, Wood; **Absent:** Curioso
Committee Members: Apple, Burns, Chairez, Davis, Golleher, Gutierrez, Ram
Committee Members Absent: Corson, Dumlao, Grasty, Hasting, Krebs, Silva, Wood-Slayton

PUBLIC PRESENTATIONS

- 1) None

REPORTS AND ANNOUNCEMENTS

- 2) Chairperson's Report and Report from the Commission
 - Commissioner Lerude gave a summary of the June 5, 2019, First 5 Kern Commission meeting.
- 3) Committee Members
 - Committee member Apple reported that Kaiser Permanente is revamping its pediatrics department, focusing on enhancing their lactation program.
 - Commissioner Lerude reported today will be Committee member, Tammy Burns' last meeting. She will retire from her position as Coordinator, for the Early Childhood Council of Kern, for Kern County Superintendent of Schools. Commissioner Wasson expressed Committee member Burns would be missed. The Committee wished her well.
- 4) Executive Director's Report
 - Mr. Maier welcomed the new Technical Advisory Committee members and reported Debbie Wood was appointed Commissioner by 5th District Supervisor Leticia Perez.
 - Mr. Maier asked for a roundtable introduction of the Committee members.

ITEMS FOR CONSIDERATION

- 5) Minutes of the March 18, 2019 meeting – APPROVED
Motion by Committee member Burns
Second by Committee member Davis
All Ayes

DISCUSSION

- 6) First 5 Kern Website/Social Media and Resources
- Kevin Bartl, Communications and Media Specialist, provided an update on the website stating the revamped site allows users to navigate with ease. Additionally, over the last 7-8 months the following across major social media platforms has increased between 15-35%.
 - Mr. Bartl reported we would like to assist with promoting your programs' efforts on our website if it fits with the children 0-5 model.
 - Mr. Bartl reported our Handprints newsletter was once published quarterly is now being produced monthly.
 - Mr. Bartl reported positive reception of the new weekly headlines press release, which features news stories in our county, state, United States, and around the world pertaining to children's issues, and that some posted stories have resulted in local media coverage promoting First 5 Kern and our partners.
- 7) RFP Process Overview
- Anastasia Lester, Program Officer, distributed and explained the Request For Proposal timeline.
 - Kevin Bartl, gave a presentation and navigated the members and audience through the RFP on the First 5 Kern website.
 - Mr. Maier reported he is in the process of selecting the Independent Evaluation Committee (IEC) members. There will be a total of three committees: Health and Wellness, Child Care and Early Education, Parent Education and Support Services. The members will remain anonymous and the process is highly confidential.
 - Mr. Maier stated a rubric is used by the IEC to score the proposals submitted. The IEC will submit their scoring to the Project Review Committee (PRC). The PRC reviews the proposals forwarded from the IEC and will make recommendations to the full Commission for funding.

ADJOURNMENT @ 3:54 P.M.

- 8) Adjourned to Monday, September 16, 2019, 3:00 P.M., 2724 L Street, Bakersfield