



Minutes: Advisory Committee Meeting

**Virtual Meeting
Date and Time**

First 5 Advisory Committee Meeting
March 22, 2022 - 2:00 p.m. to 4:00 p.m.

Join [F5SB Advisory Committee Meeting](#)

Meeting ID: 935 7684 6395
Passcode: 910763
One tap mobile: +16699006833,,93576846395# US (San Jose)
Dial: +1 669 900 6833 US (San Jose)

Attendees

Advisory Committee Gary Ovitt, James Moses, Monique Amis, Jonathan Byers, Janki Patel, Sonia Rubio, Reyna Sanchez, Nathaniel Rodriguez

First 5 San Bernardino
Karen Scott, Ann Calkins, Lacy Hofmann, Peter Tawadros

**Call meeting to
order and
Pledge of
Allegiance**


Conducted by James Moses, Advisory Committee Vice Chair

Item No.	DISCUSSION
1	<p>Elect Advisory Committee Vice Chair <i>Presenter: Gary Ovitt, Advisory Committee Chair</i></p> <p>Chair Ovitt asked for nominations from the floor for the position of Advisory Committee Vice Chair. Janki Patel nominated James Moses. Mr. Moses accepted the nomination.</p> <p>Hearing none further, nominations closed for the position of Advisory Committee Vice Chair. Without further comment or objection, advisory members unanimously voted in favor of James Moses to remain as Advisory Committee Vice Chair.</p>
2	<p>First 5 Community Engagement Communications and Marketing update <i>Presenter: Kimberly VandenBosch, First 5 Communications Officer</i></p> <p>Ms. VandenBosch presented an update on First 5 San Bernardino's communications and marketing activities along with additional input and presentations by Scott McGrath, Deputy Director and LuCretia Dowdy, Community Engagement Specialist. Ms. VandenBosch also introduced Chris Perez and Annie Sullivan from Westbound Communications who have partnered with First 5 to enhance First 5's reach in public relations and marketing.</p>

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	<p>Advisory members heard about First 5's presence at various events and school resource fairs held throughout the last two years during the COVID lockdowns, which included drive-thru backpack and Kinder Kit giveaways, book giveaways in the High Desert and locally, diaper need awareness media event and numerous other community events.</p> <p>Ms. VandenBosch, along with Ms. Dowdy, were instrumental in First 5's social media posting, tracking and engagement. First 5 also partnered with the Department of Public Health for a "Little Teeth, Big Responsibility" campaign which involved a video and billboard ad placement in San Bernardino, Victorville and 29 Palms.</p> <p>Members were made aware of First 5's social media reach and key learnings obtained from various campaigns.</p> <p>Members were asked for their input on the updated website and First 5's new communications newsletter entitled <i>Milestones</i>, which is designed for key stakeholders. Members were also asked what First 5 activities are important to promote or participate in.</p>
3	<p>Innovation Funding Overview <i>Presenter: Ronnie Robinson, First 5 Section Manager – Systems/Communication</i></p> <p>First 5 is considering offering an opportunity for local agencies to submit "community-innovation" type proposals which would ideally serve organizations that present a need that would affect the quality of program services. This would be a progressive and practical approach to partnering with organizations who address critical issues and needs facing children prenatal through age five and their families living in San Bernardino County. First 5 will provide periodic updates as requirements are established.</p>
4	<p>Help Me Grow Parent Survey Panel <i>(Presenter: Scott McGrath, First 5 Deputy Director)</i></p> <p>"Families Count Inland Empire" was created by Help Me Grow Inland Empire in partnership with First 5 San Bernardino and First 5 Riverside County. Mr. McGrath stated both counties are attempting to establish a parent panel in order to send them a survey (via text or email) so they can provide feedback on how to improve family services across the Inland Empire. 900 people per county are needed to register for this survey through "familiescountie.org". The survey will help determine what particular needs are required in communities. There are six surveys scheduled for roll-out next year. To date, 204 people have registered for Riverside County and 139 for San Bernardino County. Advisory members were asked to share the flyer and the registration email address for this survey among their social networks.</p> <p style="text-align: center;"> Families Count Flyer.English.pdf</p>
5	<p>Race, Equity, Diversity and Inclusion (REDI) Policy <i>Presenter: Ronnie Robinson, Section Manager for Systems and Communication</i></p> <p>Background Information In 2005, First 5 San Bernardino (F5SB) developed a document referred to as the "Principles of Equity", which, until recently, was included as a contractual requirement in all First 5 contracts.</p> <p>Over the past year and a half, F5SB has been involved in the First 5 Association and Commission's REDI work. First 5 Association has made a commitment to bring race,</p>

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	<p>equity, diversity and inclusion more squarely into the center of the work of First 5s throughout California. F5 Association engaged the consultant team of Teng, Satterwhite and Atkin to guide F5s through this process. The consulting team is offering consulting sessions to First 5's seeking individualized support on specific REDI issues or dilemmas. F5SB has arranged a virtual meeting on April 28, 2022 with REDI project consultant Shiree Teng and it is our intent, with Ms. Teng's guidance and Advisory Members input, to:</p> <ul style="list-style-type: none">• Update our current equity document to reflect current equitable policies and explore how it can be used in our Commission's practices; and• Ensure the document becomes a policy approved by the Commission. <p>Ms. Teng will facilitate the conversation and assist in providing perspectives and insights if needed.</p>
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Public Comment

None

Committee Member Roundtable

Reyna Sanchez mentioned that April is "Autism Awareness Month" and encouraged members to learn about autism.

James Moses stated there has been a lot of recent legislative put forth in this legislative year authored by our own local representatives relating to children and early education. James stated he can provide a legislation list to interested members who would like to learn more about these upcoming bills.

Scott McGrath asked members to review the First 5 Strategic Plan for any changes and/or revisions that it may need and to submit the changes to Ann or Scott by March 31st.

Adjournment

The meeting adjourned at 2:48 p.m. in memory of First 5 Staff Analyst Mercedes Logans who recently lost her fight with cancer.

Next Meetings

Equity Workshop – April 28, 2022 (virtual), 9:30 to 11:00 a.m.
Advisory Committee regular meeting - May 19, 2022 (virtual), 9:30 to 10:30 a.m.

Attest

Ann M. Calkins, Executive Assistant
