



Cradle to Career Steering Committee Minutes

February 9, 2018 11:00 a.m. – 12:30 p.m.

490 Mendocino Avenue, Santa Rosa, Suite 101, Wisteria Conference Room

Member Attendance:

Attendance	Name	Organization
X	Chair: Dana Pedersen	Guerneville School District
Absent	Kelly Bass Seibel	Petaluma Health Center
X	Dan Blake	Sonoma County Office of Education
X	Dan Condron	Community Member
Absent	Angie Dillon-Shore	First 5 Sonoma County
X	Kathy Goodacre	Career Technical Education Foundation
Absent	Jason Weiss	Boys and Girls Club of Central Sonoma County
X	Lisa Wittke Schaffner	John Jordan Foundation

Welcome

Dana Pedersen called the meeting to order at 11:01 a.m.

Lisa Wittke Schaffner moved to approve the January meeting minutes and it was seconded.

Committee Member Name	Vote
Kelly Bass Seibel	Absent
Dan Blake	Aye
Dan Condron	Aye
Angie Dillon-Shore	Absent
Kathy Goodacre	Aye
Dana Pedersen	Aye
Jason Weiss	Absent
Lisa Wittke Schaffner	Aye

Planning and Updates

Goal Area 1 Updates – Dan Condron shared the following updates on behalf of Angie Dillon-Shore:

- Susan Gilmore met with Dr. Herrington about his goal to have an employer-supported child care facility on Sonoma County Office of Education (SCOE) property. He is interested in a 0-5 continuum of care from infants to preschool, serving families who work in the airport area. The center could have a mix of subsidized and private pay slots. Here are some of the things that will need to happen for the SCOE project to move forward:
 - Identify employers in the two business parks, understanding employee demographics and gauge employer interest in participating in an employer supported child care consortium
 - Engage the Santa Rosa, Windsor, and Mark West Springs Chambers of Commerce in this initiative
 - Project the ages and number of children to be served
 - Expert provider work with SCOE's architect on site plan elements that are required for the age groups to be served
 - Determine capital project costs (site work, construction, permits & planning)
 - Determine operating budget
 - Engage SCOE Trustees
 - Engage local funders and identify possible state funding streams
 - Design corporate contribution model
 - Consult with SCOE on development of a Request for Proposal to select a provider
- There is a chunk of Proposition 98 money in the Governor's budget for child care facilities. This could be perfect timing for the SCOE project.
- United Way of the Wine Country may be interested in contributing funding to an employer-supported child care facility. Mike is taking the idea to his Board.
- The Economic Development Board (EDB) will be presenting at the Board of Supervisors meeting next Tuesday. Ben Stone has included child care as part of that discussion, emphasizing that it is a critical piece of rebuilding, recovery and sustaining economic gains and growth.
- City of Santa Rosa's planning department will be incentivizing developers who bid on new multi-family housing projects to include child care onsite. Specifically, there is a preliminary plan for a 14-floor building behind the Press Democrat that they want to have child care center on the ground floor. The center could potentially serve not only families who live in the building, but also parents that work downtown. It would ideally provide infant and toddler care as well as preschool. Chris Rogers is the champion on the City Council for this.
- First 5 is reviewing their existing contract with Metro Chamber that is focused on employer support for families, exploring employer-supported child care opportunities. They will be meeting with Peter Rumble in the next week to discuss expansion or refinement of the scope. First 5 could potentially increase the budget to support the Chamber in managing the employer-supported child care project.

Goal Area 2 Updates – Dana Pederson: This group has not met yet and will be reconvening on February 13th. Dana is currently working on a data sharing agreement with Jason Cunningham for Guerneville school attendance and has received a \$5,000 grant. They are looking at health issues in the Lower Russian River area and how they could impact school attendance. Dana will be presenting the iAttend project to RRARA (Russian River Area Resources and Advocates) on March 21.

Goal Area 3 Updates – Kathy Goodacre: The group is currently conducting stakeholder interviews. They have started with Dr. Chong and their next interview is with Dr. Sakaki from Sonoma State University. The group is reviewing and theming the interviews to help prioritize the group's strategies. The Career Technical Education (CTE) Foundation and Community Foundation have partnered on implementing a youth voice survey in the county called, "Youth Truth." The survey is to assess and get input from students. Right now, 6 schools are interested in participating. These surveys should be available at the

end of the school year. The Goal Area 3 group is going to try to recommend and encourage the next business representation on Cradle to Career now that Judy James has stepped down. The CTE Foundation will be part of the EDB presentation next week in front of the Board of Supervisors around the economic recovery plan – education and workforce. The C2C Steering Committee group recommended to create a C2C slide for this presentation. The CTE Foundation, North Bay Leadership Council, Sonoma County Office of Education, EDB, and Junior College are hosting a regional “Future Work Meet-up” on March 12th. This meet-up is to gain input on how to support trainings and skill development for the future worker.

The Cradle to Career Steering Committee confirmed that the Action Plans will be shared with the Health Action Steering Committee on February 15. Lisa Wittke Schaffner shared that the Health Action Steering Committee is currently transitioning into a Leadership Team that is action-oriented and around the framework.

Membership

The *Cradle to Career Operations Team Member Purpose, Expectations, Criteria, and Procedure Draft* handout was provided to the group. Mike Kallhoff, United Way of the Wine Country, provided the group with input on the document and the group proceeded to make the following changes under Criteria:

- Under the first bullet point, eliminate “(Chamber of Commerce)” and “(superintendent)” and add “postsecondary, non-profit...”
- Omit the second bullet point
- Change the third bullet point to “Have the authority to represent an individual organization”
- Change the fourth bullet point to “Holds a leadership position in their respective organization”
- Under the last bullet point, add “...and/or designate...”

The *Cradle to Career Operations Team Membership List* handout, was provided and the group proceeded to discuss the Committee’s membership. Mike Kallhoff reported that the C2C Operations Team currently has 16 members. The Membership Committee has yet to speak with Angie Dillon-Shore and Kelly Bass-Seibel about extending their term. Mike can give a membership update at the next Operations Team meeting. It was recommended to make the following edits to the handout:

- Remove “Union” from Guerneville School District
- Change “funder” to investor”

Dana Pederson announced that she will be stepping down as Chair of the Cradle to Career Steering Committee in April. The Cradle to Career Membership Committee will look into finding a new chair and bring back recommendations before the March C2C Steering Committee.

Cradle to Career Communications

The *C2C Messaging Draft* handout was provided. The group provided feedback on the document. It was recommended to add a period at the end of the vision statement, take the document to the February 22nd Operations Team meeting for approval, and also share the document with the Health Action Steering Committee.

Lead and Partner Agencies

The *Goal Area Shared Leadership Draft* handout was provided. Dan Blake requested feedback from the group and it was then recommended to take this document to February’s Operations Team meeting for approval.

Coalition for Kids (Formerly The Children’s Initiative)

Dan Condrón gave a general update. The team continues to support the creation of a special district for children. They are actively working on this and meeting with state legislators. The Coalition for Kids Steering Committee that was scheduled for this past Tuesday had to be cancelled at the last minute.

Operations Team Next Meeting Planning

A draft of the *February 22nd Operations Team Meeting Agenda* was handed out. The group proceeded to review the agenda. It was confirmed that rich data could be shared through the SRJC Regional Marketing survey results. The group recommended to have a shorter group huddle time and longer time for updates. The handout with specific updates that Angie Dillon-Shore provided was very helpful and it was recommended to have it as a handout. Dan Blake will not be able to attend the 2/22 Operations Team meeting.

Conclusion

There was no public comment.

The meeting was adjourned at 12:32 p.m.