

Sacramento County Local Child Care & Development Planning Council



Business & PR Committee Meeting Minutes

October 15, 2008 | 2:00 p.m.
9961 Horn Road, Sacramento, CA

Meeting Attendance

Members		Staff		Guests	
Linnea Hathaway	X	Erica Taylor	X	Marianne Knoy	X
Alix Hall	E	Kayla Olvera	X		
Mike Kurtz					
AH – work related					

Issue	Discussion	Action
Welcome & Introductions	The meeting was called to order at 2:00 p.m.	
Agenda Item II - Approval of Agenda and Minutes	Members approved the minutes of the 08/20/08 committee meeting. Members approved the agenda of the 10/15/08 committee meeting	M/S: Kayla Olvera / Erica Taylor. APPROVED M/S: Erica Taylor / Kayla Olvera. APPROVED
Agenda Item III - Constructing Connections Report	Jigna Shah, Construction Connections Coordinator, was unable to attend as she was in attendance at a Constructing Connections Learning Community. Marianne Knoy, Council Coordinator, provided copies of the Employer Toolkit developed by the Constructing Connections project to each of the committee members.	
Agenda Item IV – Plan Agenda and Activities for the Year	Members began the process of prioritizing work plan activities. Members identified two initial projects: <ul style="list-style-type: none"> • Employer Sponsored Child Care Forum • Op Ed on Choosing Quality Child Care <p>Members discussed Employer Sponsored Child Care forum to provide opportunities to share information on child care options employers can offer. Panelists would include representatives from companies who offer child care options to employees. The focus of the event would be on promoting work life balance and the intangibles employers may be able to offer employees to offset challenges presented due to the current economic climate (i.e. the inability to provide raises, increased benefits coverage, etc.) Intangibles include flexible hours, breastfeeding support, child care support, EAP services that include financial planning, and other services that would attract and retain employees.</p>	

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	<p>Members requested information on surveys of employers, as well as of parents. Staff was requested to bring copies of existing surveys to the November meeting.</p> <p>Committee member Erica Taylor offered to begin work on an op-ed piece on choosing quality child care. She will work with Child Action, Inc.'s publicity coordinator, Rachel Minnick in coordinating a message through local media outlets. The committee also recommended connecting with contacts acquired at the SAHRA Conference.</p> <p>Members requested staff to invite Rachel Minnick, coordinator of Sacramento County's Parent Voices chapter to the November meeting to provide insight from the parents perspective on employer supported child care options, and choosing quality child care outreach.</p>	
<p>Agenda Item V – Other Business / Adjournment</p>	<p>There was no other business.</p> <p>The next meeting is scheduled for Wednesday, November 19, 2008 at 2:00 p.m. at the Child Action, Inc. offices, 9961 Horn Road, Sacramento.</p> <p>Meeting adjourned at 3:00</p>	