

# Sacramento County Local Child Care & Development Planning Council



## Business & PR Committee Meeting Minutes

February 18, 2009 | 2:00 p.m..  
9961 Horn Road, Sacramento, CA

### Meeting Attendance

Committee Members		Staff		Guests
Linnea Hathaway	X	Marianne Knoy	X	
Alix Hall				
Mike Kurtz				
Erica Taylor	X			
MKtz – no message; AH - ill				

Issue	Discussion	Action
Welcome & Introductions	The meeting was called to order at 2:05 p.m.	
Agenda Item II - Approval of Agenda and Minutes	Due to lack of a quorum approval of the minutes from the January meeting and the February agenda was tabled. Members proceeded to discuss agenda items without action required.	<b>Tabled</b>
Agenda Item III – Op-Ed Review	<p>Members reviewed the updated op-ed article submitted by member Erica Taylor. Members noted the piece was more of an informational article than an op-ed and determined their preference for continuing with the information article format.</p> <p>Members requested staff to share the article with the Quality/CARES committee and to bring their comments back to the Business &amp; PR committee meeting in March.</p> <p>Members discussed distribution options of the article:</p> <ul style="list-style-type: none"> <li>• Staff is to bring the CAI media distribution list for committee review so members may identify which media outlets to contact for the article.</li> <li>• Members would like to contact the Sacramento Human Resources Association and offer the article for their membership newsletter, as well as for members to use in their own business/agency newsletters. Staff will research a contact name.</li> <li>• Members suggested submitting the article to Chambers of Commerce for inclusion in their newsletters. Staff will contact county personnel who have offered to assist in outreach to the various chambers in the county.</li> <li>• Members suggested contact with the chambers be in the form of personal letters from Council members who own businesses, from the perspective of being a business owner. Members are to bring draft language for the letters to the March meeting.</li> <li>• Members discussed outreach to new parents through pediatrics offices. Staff noted Child Action, Inc. has an established outreach program promoting the Choosing Quality Child Care materials to the health care field and the article may be a</li> </ul>	None Required

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	<p>duplicative effort. Members wished to proceed with converting the article into a brochure and with the concept of distribution to pediatrician offices. Staff will request a draft to bring to the March meeting.</p>	
<p>Agenda Item IV – Work Plan Review</p>	<p>Members continued review of the work plan chronological listing, identifying what has been, or has yet to be accomplished. Members were asked to review the Outcomes for 2008 to identify completed items &amp; brainstorm possible outcomes for incomplete items.</p> <p>On work plan item 2B, members discussed options for outreach to encourage community partnerships, especially with school districts, commercial and residential developers and policy makers. Members felt a cover letter from the Council to stakeholders summarizing the status of child care in the community and informing stakeholders of opportunities for community involvement or more information regarding support and building quality child care in Sacramento County. Erica Taylor suggested obtaining the Small Business Administration lender list as well as contacting the Commercial Real Estate Women’s Association.</p> <p>Members will discuss this item more thoroughly at the March meeting.</p>	<p><b>Erica Taylor will forward contact information for the REWA to staff, as well as work to obtain a list of SBA lenders.</b></p>
<p>Agenda Item V – Round Table Discussion</p>	<p>Chair Linnea Hathaway asked members a series of questions to gain their perspective and input on effectiveness of committee and Council meetings. The questions follow, with the summary of members responses noted after each.</p> <p>Regarding committee participation:</p> <ol style="list-style-type: none"> <li>1. From your perspective, what is the committee's purpose and what are our goals? <ul style="list-style-type: none"> <li>• Goals are clear and committee focus and work is directed by the work plan</li> </ul> </li> <li>2. What methods do you use to give input to the committee and Council agendas? <ul style="list-style-type: none"> <li>• Discussion at committee meetings and interaction with staff</li> </ul> </li> <li>3. How much time do you expect to give to committee and Council activities? <ul style="list-style-type: none"> <li>• Quarterly Council meetings are great</li> </ul> </li> </ol> <p>Regarding Council participation:</p> <ol style="list-style-type: none"> <li>1. What do you find most useful at Council meetings? <ul style="list-style-type: none"> <li>• Members find the information from presentations helpful, provide a sense of the bigger picture, and give a perspective of child care in the community</li> <li>• Members like the committee reports and the opportunity to find out what work is being done in other committees</li> </ul> </li> </ol>	

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	<p>2. What would you like to see done differently at Council meetings?</p> <ul style="list-style-type: none"> <li>• Comments from members:             <ol style="list-style-type: none"> <li>1. More frequent Council meetings may help to build a stronger foundation of knowledge</li> <li>2. Members need to see how the pieces of the Council fit together...how the committee's and Council come together</li> <li>3. In summary reports, members would like to hear the accomplishments of the committee's and Council reported</li> </ol> </li> </ul>	
<p>Agenda Item VI – Adjournment</p>	<p>The meeting adjourned at 3:00 p.m.</p>	