

Sacramento County Local Child Care & Development Planning Council



Business & PR Committee Meeting Minutes

August 20, 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	X	Kayla Olivera	X		
Mike Kurtz	E				
MK-Business Travel					

Issue	Discussion	Action
<p>Welcome & Introductions</p> <p>Approval of Agenda and Minutes</p>	<p>The meeting was called to order at 2:30 p.m.</p> <p>Members approved the minutes of the July 23, 2008 committee meeting.</p> <p>Members approved the agenda of the August 20, 2008 committee meeting</p> <p>The chair announced the annual meeting schedule for the Business & PR Committee. The committee will meet monthly on the third Wednesday of the month at 2:00 p.m. at the Child Action, Inc. offices, 9961 Horn Road.</p>	<p>M/S: Alix Hall/ Erica Taylor. APPROVED</p> <p>M/S: Alix Hall / Erica Taylor. APPROVED</p>
<p>Constructing Connections Report</p> <p>Other Business/ Next Meeting</p>	<p>Jigna Shah, Construction Connections Coordinator, was unable to attend but provided a written summary of project activities for July and August:</p> <p>August 2008</p> <ul style="list-style-type: none"> o Last Coalition Meeting on Wednesday, July 30, 2008; 8:30am-10:30am <ul style="list-style-type: none"> o Employer Toolkit Marketing Plan Discussed o Parcel Mapping project in conjunction with SHRA and CSPC also discussed o Fire Presentation <ul style="list-style-type: none"> o Presented to the local Fire Marshall's Association earlier this month o Got many interested in helping update the Resource Guide and provide more information on the fire clearance process for child care o Public Input <ul style="list-style-type: none"> o Rancho Housing Element o City of Sacramento General Plan o Employer Toolkit 	

Sacramento County Local Child Care & Development Planning Council



Business & PR Committee Meeting Minutes

August 20, 2008 | 2:00 p.m.
9961 Horn Road, Sacramento, CA

- Toolkit is completed
- Going to the SAHRA (Sac. Area Human Resources Association) conference on Sep. 17 as an exhibitor to share the toolkit and outreach material
 - Please let me know if you would like to attend and help us at the exhibitor table
 - Let me know if you have connections with anyone who would be interested in seeing toolkit
- **Next Coalition Meeting**
 - October 29, 8:30am-10:30am
 - First 5 Sacramento

Committee members discussed the Employer Toolkit, requesting a sample be brought to the next committee meeting. Members discussed the challenge of opening child care centers and posed the following questions for the committee to research and consider:

1. What is the next big step in supporting center development?
2. Has child care been included in local development efforts or language?
3. What kind of headway has been made into the city and county planning departments?
4. What progress has been made in set asides for developers?
5. How best to reach out to businesses to underscore why child care is important to business and for growth? (Suggestion to use the RAND report to demonstrate economic impact of child care.)
6. Another strategy for chamber connections? (Suggestion – encourage providers to join local chambers and/or participate in chamber activities.)

The Committee recommended having Constructing Connections on the agenda for the Council's October 2008 meeting to report out on the Constructing Connections sustainability plan and the Employer Tool Kit. The recommendation will be further discussed at an Executive Committee meeting.

Plan Agenda and Activities for the Year

Staff will email the child care plan once it has been finalized by the Child Care Planning Committee. At the September meeting, Business & PR Committee members will review, identify and prioritize goals and projects for the year.

Next Meeting / Adjournment

The next meeting is scheduled for Wednesday, September 17, 2008 at 2:00 p.m. at the Child Action, Inc. offices, 9961 Horn Road, Sacramento.

Meeting adjourned at 3:00