

Sacramento County Local Child Care & Development Planning Council



Business & PR Committee Meeting Minutes

January 21, 2009 | 2:00 p.m..
9961 Horn Road, Sacramento, CA

Meeting Attendance

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

Issue	Discussion	Action
Welcome & Introductions	The meeting was called to order at 2:05 p.m.	
Agenda Item II - Approval of Agenda and Minutes	<p>Minutes of the 12/16/08 Business & PR and Policy Committee joint meeting were approved.</p> <p>The agenda for the Business & PR 01/21/09 meeting was approved with a correction to the meeting title from "Meeting of the Policy and Business PR Committee" to " Meeting of the Business PR Committee."</p>	<p>M/S – Alix Hall / Erica Taylor. Approved</p> <p>M/S – Alix Hall / Erica Taylor. Approved</p>
Agenda Item III – Op-Ed Review	<p>Members reviewed and discussed the draft op-ed submitted by member Erica Taylor on ways to find quality child care. Members discussed the target audience, venue and purpose of the op-ed. Members discussed the intent is not to supplant other agency efforts to promote their own materials, but to lend another voice to the child care discussion and present resources and options for parents, providers and the general public for accessing additional information.</p> <p>Members identified parents at the target audience:</p> <ul style="list-style-type: none"> • Expecting parents • Parents re-entering the workforce • Parents seeking on-going care • Parents seeking a new environment for their child(ren) <p>Members noted many private child care programs have waiting lists well into the future based upon parents who are planning to have children.</p> <p>Members prefer to keep the perspective from that of a parent and the "parent's dilemma." Members discussed a series of short articles addressing:</p> <ul style="list-style-type: none"> • Planning for child care – when and why parents seek child care • Resources for finding child care • Identifying the program that "fits" and quality elements • Resources for low income parents 	None Required

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	<ul style="list-style-type: none"> • Challenges, including those in the workplace and the limits of licensed capacity <p>Members identified potential avenues for distribution of the articles:</p> <ul style="list-style-type: none"> • Employer newsletters • Local publications (regional newspapers) • Kidaround Magazine • Blogs such as SacMoms <p>Members opted to postpone discussion on methods of and responsible parties for the distribution of the articles until the February meeting. The Committee Chair will contact the Public Affairs Manager at Child Action, Inc. to discuss possible collaboration in article distribution.</p> <p>Members discussed possible articles from the provider's perspective, or expanding the short articles to include the provider's perspective.</p> <p>Erica will incorporate recommended changes and bring the article back for further review at the February meeting.</p>	
<p>Agenda Item IV – Work Plan Review</p>	<p>Members reviewed 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 & brainstorm possible outcomes for incomplete items. Members will set priorities on 2009 projects at the February meeting.</p> <p>Chair Linnea Hathaway asked members that in reviewing the work plan to keep in mind how much time they are able to commit and volunteer to Council projects, what falls under the responsibility of staff, and what can be accomplished through collaborative partners.</p>	<p>Members will review 2008 Outcomes. Identify completed items & brainstorm possible outcomes for incomplete items.</p>
<p>Agenda Item V – Staff Report / Other Business</p>	<p>In response to members requests for clarification on “systemic change” as addressed in the Child Care Plan, staff noted the intent of the recommendations addressing systemic change was to address and facilitate change to current system processes (regulatory, legislative and professional) that present challenges to opening or expanding child care programs and services to the community.</p> <p>Chair Linnea Hathaway also shared a copy of a PowerPoint from the 2008 Annual Meeting of the Child Care Policy Research Consortium that address systems-level collaboration.</p> <p>Staff is coordinating a training date with the Breastfeeding Coalition for a workshop on how child care providers can best care for breastfed children and support breastfeeding parents. Members offered to assist in publicity of the workshop.</p>	
<p>Agenda Item VI – Adjournment</p>	<p>The meeting adjourned at 3:00 p.m.</p>	