



“Promoting Excellence in Child Care”

SACRAMENTO COUNTY LOCAL CHILD CARE & DEVELOPMENT PLANNING COUNCIL

MEETING OF THE BUSINESS PR COMMITTEE

Wednesday September 16, 2009 – 2:00 p.m.
 Child Action, Inc., 9961 Horn Road, Sacramento

AGENDA

ALLOTTED TIME*	ORDER OF BUSINESS	ITEM TYPE(S)
	I. Call to Order - Chair	
5 min	II. Approval of Agenda and Minutes a. Minutes of 06/17/09 and 08/19/09 Business & PR Committee Meetings. Members are to read and note any modifications prior to the committee meeting. b. Agenda for 09/16/09 Business & PR Committee Meeting	Action
30 min	III. Review Retreat Outcomes / Work Plan Review Members will review notes and priorities resulting from work done at the Council retreat on the work plan.	Discussion
20 min	IV. Information Article – Next Topic / Dissemination Plan Members will review and discuss a draft of the next information article as well as discuss marketing and dissemination of the information articles	Discussion
5 min	V. Updates / Announcements / Staff Report / Other Business	Information
3:00 p.m.	VI. Adjournment	

*Estimated time for item. Actual time per item may be less than allotted time.

Please contact Marianne Knoy at (916) 369-3344 or Marianne.knoy@childaction.org if you will not be able to attend this meeting.

Sacramento County Local Child Care & Development Planning Council



Business & PR Committee Meeting Minutes

June 17, 2009 | 2:00 p.m..
9961 Horn Road, Sacramento, CA

Meeting Attendance

Committee Members		Staff		Guests
Linnea Hathaway	X	Marianne Knoy	X	Jigna Shah, Child Action, Inc.
Alix Hall	E			
Mike Kurtz	X			
Erica Taylor	X			
AH – Work Related				

Issue	Discussion	Action
Welcome & Introductions	The meeting was called to order at 2:05 p.m.	
Agenda Item II - Approval of Agenda and Minutes	Minutes for 03/18/09 and 05/20/09 Business & PR meetings and the agenda for 06/17/09 meeting were approved through consensus.	
Agenda Item III – Information Article Update and Outreach	<p>Members discussed the Sacramento Housing and Redevelopment Agency as the subject for the next information article. The focus would be on the agency's receipt of the Child Care Coalition Community Award. Jigna Shah is to follow up with SHRA's publicity contact to see if they have written an article that can be used in Child Action, Inc.'s newsletter and that the Council can use in their article outreach.</p> <p>Erica Taylor will develop a plan for outreach and bring a contact list and the plan proposal to the next committee meeting.</p> <p>Another topic suggested for an article is "How to Pay for Child Care." The article will identify resources and sources for finding assistance in paying for child care, including the Centralized Eligibility List (CEL).</p>	<p>Erica Taylor – to bring outreach plan and contact list to next committee meeting.</p> <p>Jigna Shah to contact SHRA publicity contact for article on CCC award.</p>
Agenda Item IV – Constructing Connections Update	<p>Jigna Shah, Constructing Connections Coordinator, provided members with an update on the project.</p> <p>The next Child Care Coalition meeting will be in August, the date yet to be determined. Once the date is finalized, it will be sent out via email.</p> <p>The fire code matrix developed with Greg Lake of the Sacramento Metro Fire Department, has drawn statewide interest and has been requested by fire jurisdictions throughout the state. While the matrix is specific to Sacramento county, it can be used as a template for other agencies to adapt to reflect their specific requirements. Ms. Shah relayed that in her discussions with builders the builders have switched to international building code, and it's not clear that all fire</p>	

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	<p>districts are aware of the change. The matrix will be included in the revised Resource Guide when it is updated later this year, and then uploaded to the web. Mr. Lake will retire at the end of the year and thought has been given to ways to institutionalize his expertise and information relating to fire code requirements for child care programs. Members discussed videotaping his presentation and posting on YouTube or making available for podcast. Ms. Shah will follow up and find who will take Mr. Lake's position after he retires.</p> <p>On June 27th Child Action, Inc. and Construction Connections are hosting an SBDC workshop on business plan writing.</p> <p>Green child care was the topic of focus at the last Learning Community. A number of alternatives to pesticides and chemical cleaners are available for child care programs. Recycling is also a component of green care. Programs can become certified or accredited as a green child care program.</p> <p>The financial summit for lending institutions hosted by the Federal Reserve is still a possibility, but is currently on hold pending the results of a similar summit being held in Riverside County.</p> <p>Members shared with Ms. Shah possible sites that would accommodate Forever Young, a child care program with which she has been working to secure a new location. Members also identified areas with child care space available, and areas of redevelopment that may be good to approach to include space provisions for child care.</p>	
<p>Agenda Item V – Updates / Announcements / Staff Report/ Other Business</p>	<p>None</p>	
<p>Agenda Item VI – Adjournment</p>	<p>The meeting adjourned at 3:00 p.m.</p>	

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Business & PR Committee Meeting Minutes

August 19, 2009 | 2:00 p.m..
9961 Horn Road, Sacramento, CA

Meeting Attendance

Committee Members	Staff	Guests
Linnea Hathaway		Marianne Knoy X Jigna Shah, Child Action, Inc.
Alix Hall	X	
Mike Kurtz	X	
Erica Taylor		
LH – Personal; ET - Ill		

Issue	Discussion	Action
Welcome & Introductions	The meeting was called to order at 2:05 p.m. by Council Vice Chair Alix Hall.	
Agenda Item II - Approval of Agenda and Minutes	Due to lack of a quorum the minutes for 06/17/09 Business & PR meetings and the agenda for 08/19/09 meeting were not approved.	No Action
Agenda Item III – Review Retreat Outcomes	Tabled until September meeting to allow for full committee participation.	
Agenda Item IV – Constructing Connections Update	<p>Jigna Shah, Constructing Connections Coordinator, provided members with an update on the project.</p> <p>In June 2009 the Constructing Connections project in coordination with Child Action, Inc., co-hosted a Small Business Development Center (SBDC) Business Plan Writing workshop for child care providers. The workshop was well attended. Discussions are currently being held with the SBDC to develop a marketing workshop that would address curb appeal, branding, professionalism, viability, advertising and how to market the business and self. Tentative plans are to host the marketing workshop in Fall 2009. An additional business plan writing workshop will be scheduled either Fall 2009 or Spring 2010.</p> <p>The Financial Summit which was previously presented to the committee has been pushed to Spring 2010.</p> <p>The project is considering holding a second Planner's Guide Workshop for city and county planners with the intent to reach those planners unable to attend the first workshop. The Low Income Investment Fund (LIIF) would conduct this workshop.</p> <p>Ms. Shah announced discussion has been held on developing a Realtor Workshop to help educate realtors on the space and facility requirements of child care programs, licensing, planning and fire code. Observations demonstrate realtors who don't know facility</p>	

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	requirements and once informed still continue to press clients to rent/purchase space that is not feasible for a child care program, or realtors who don't know what is needed and want to learn.	
Agenda Item V – Updates / Announcements / Staff Report/ Other Business	None	
Agenda Item VI – Adjournment	The meeting adjourned at 2:50 p.m.	

DRAFT