

Sacramento County Local Child Care & Development Planning Council



Business & PR Committee Meeting Minutes

September 16, 2009 | 2:00 p.m..
9961 Horn Road, Sacramento, CA

Meeting Attendance

Committee Members		Staff		Guests
Alix Hall	X	Marianne Knoy	X	
Mike Kurtz				
Erica Taylor	X			
MK – No Notice				

Issue	Discussion	Action
Welcome & Introductions	The meeting was called to order at 2:05 p.m. by Committee Chair Erica Taylor.	
Agenda Item II - Approval of Agenda and Minutes	The minutes for 06/17/09 and 08/19/09 meetings and the agenda for the 09/16/09 meeting were approved.	M/S: Erica Taylor / Alix Hall. Approved.
Agenda Item III – Review Retreat Outcomes / Work Plan Review	Members reviewed work plan items on which to focus for FY 09/10: Work Plan items discussed: <ul style="list-style-type: none"> • 5A1b – develop stories and work out intervals for distribution; identify articles for language translation • 5B1: Table to October Agenda 	
Agenda Item IV – Information Article – Next Topic / Dissemination Plan	<p>Members discussed the theme of the new information article. At the September Council meeting members discussed the effects of the economic climate and how more children are staying at home with their parents rather than attending preschool. The discussion centered on the educational experiences the children may be missing by not participating in preschool and how they may not be as prepared as children who do attend preschool. Members recommended the topic for the next Business & PR Committee article to be “Keeping Education in Child Care.”</p> <p>In the committee meeting, members discussed a broader theme, noting that the focus should be on how children learn and what activities parents can do and encourage to foster social, emotional, cognitive and physical skills and development in their children. Members also see the article as an opportunity to promote ½ day preschool programs.</p> <p>As part of the research for this article members requested information on how many ½ day preschool slots are available for state programs. Staff will conduct the research and bring results to the October meeting.</p> <p>Members also discussed including resources for social activities for both the parents and children through:</p> <ul style="list-style-type: none"> • Mommy and me groups 	

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	<ul style="list-style-type: none"> • The Growing Learning & Caring project • MOPS • Mom's Clubs • The Father's Center, • As well as identifying web links to promote <p>Erica Taylor will develop a draft article for review at the October meeting.</p>	
<p>Agenda Item V – Updates / Announcements / Staff Report/ Other Business</p>	<p>Members were advised the Executive Committee has requested the Business & PR Committee to review and develop an updated presentation plan for Council meetings. Members were provided copies of the prior plan and advised of subjects/organizations that have been suggested or have volunteered to present to the Council. Members will review and discuss at the October committee meeting.</p>	
<p>Agenda Item VI – Adjournment</p>	<p>The meeting adjourned at 2:55 p.m.</p>	