

# Sacramento County Local Child Care & Development Planning Council



## 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.	<b>No Action</b>
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.	