

Sacramento County Local Child Care & Development Planning Council



Business & PR Committee Meeting Minutes

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

Meeting Attendance

Committee Members		Staff		Guests
Erica Taylor, Chair	X	Marianne Knoy	X	Jigna Shah, Child Action, Inc.
Alix Hall	X			
Mike Kurtz	X			

Issue	Discussion	Action
Welcome & Introductions	The meeting was called to order at 2:05 p.m. by Chair Erica Taylor.	
Agenda Item II - Approval of Agenda and Minutes	<p>The minutes of the 09/16/09 meeting were approved.</p> <p>The agenda of the 10/21/09 meeting were approved.</p>	<p>M/S – Alix Hall / Erica Taylor. Abstention – Mike Kurtz. Approved</p> <p>M/S – Mike Kurtz / Erica Taylor Approved</p>
Agenda Item III – Construction Connections Update	<p>Jigna Shah, Constructing Connections Coordinator, updated the committee on the project. While the goal of the program is still to grow the number of licensed child care spaces and centers in the county, it is also focusing on supporting sustainability and helping programs survive the current economic climate. In coordination with the Small Business Development Center, Child Action, Inc. is hosting a marketing workshop in November to help providers identify methods to increase their business.</p> <p>The next Coalition meeting is scheduled for January 20, 2010. Meeting topics will include:</p> <ul style="list-style-type: none"> • Transition of funding from the Low Income Investment Fund to First 5 Sacramento Commission • changes in program expectations and work plan • Large family child care development will be added to the program's directives • Federal funds are coming to Sacramento for the rail yard development; there will be a meeting with Congresswoman Doris Matsui's office to discuss how child care can be included in the development funds <p>The annual In Praise of Providers awards dinner is scheduled for May 12, 2010. Ms. Shah handed out copies of the nomination forms and noted that there will be focused outreach to parents this year in distributing the forms by attending parent focused events.</p>	
Agenda Item IV – Meeting Norms	Members reviewed the draft meeting guidelines, noting no changes and overall agreement with the content.	

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Agenda Item V – Work Plan Review	Members finalized review and prioritization of work plan topics for the 2009-10 year.	
Agenda Item VI – Information Article	Chair Erica Taylor notified the committee she is working on the second article and will email a draft out to members for review. The article will be discussed at the next meeting.	
Agenda Item V – Updates / Announcements / Staff Report/ Other Business	None	
Agenda Item VI – Adjournment	The meeting adjourned at 2:50 p.m.	