

**CHARLOTTESVILLE/ALBEMARLE COMMISSION ON CHILDREN AND FAMILIES
MEETING MINUTES**

april 2, 2003

Room 246 Albemarle County Office Building

<u>Members Present:</u>	<u>Handouts (prior to meeting):</u>
Martha Carroll, 16th District Court Services Unit	Agenda for April 2, 2003 Meeting
Dr. Kevin Castner, Albemarle County Schools	CCF Bylaws – Proposed Changes
Robert Cox, Charlottesville Department of Social Services	CCF Meeting Minutes for March 5, 2003
Dr. Michael Dickens, Charlottesville Citizen Representative	CART Meeting Minutes
Dr. Michael Dickens, Charlottesville Citizen Representative	Director’s Report
Madison Cummings, Albemarle Citizen Representative	CSA Committee Report
Leslie Harris-Scott, Charlottesville Citizen Representative	CSA Financial Reports for Charlottesville and Albemarle
Holly Hatcher, Charlottesville Citizen Representative	Final Retreat Priorities Survey Analysis
Mark Kindler, Albemarle Citizen Representative	<u>Handouts (during):</u>
Winx Lawrence, University of Virginia Representative	PRIDE Survey
Dr. Susan McLeod, Thomas Jefferson Health District	Ad Hoc Communications Committee Report
Linda Peacock, City of Charlottesville	<u>Follow-up Action (s) Needed:</u>
Debbie Pomerantz, Charlottesville Citizen Representative	
Kathy Ralston, Vice-Chair, Albemarle Department of Social Services	
Andrew Roland, Charlottesville Youth Representative	
Ruth Stone, Chair, Private Provider	
Roxanne White, County of Albemarle	
Ashley Young, Albemarle Youth Representative	
<u>Members Not Present:</u>	
Ron Hutchinson, Charlottesville City Schools	
Larry Miller, Albemarle Citizen Representative	
Jim Peterson, Region Ten Community Services	

Board	
Sterling Robinson, Albemarle Citizen Representative	
Cathy Train, United Way-Thomas Jefferson Area	
CCF Staff Present:	
Saphira Baker, Director	
Cindy Stratton, Administrative Secretary	
Amber Zavada, Information & Outreach Coordinator	
Others Present:	
Tom Jones, Boys & Girls Club	

I. WELCOME

R. Stone, Chair, called the meeting to order at 5:01 p.m. and welcomed Commissioners and all others present.

I. SPECIFICATION OF ITEM (S) TO BE ADDED AND ADOPTION OF THE AGENDA

R. Stone, Chair, called for amendments and or changes to the agenda.

The agenda was amended to add a verbal report from B. Cox from the CSA Committee and an update from M. Cummings and L. Scott-Harris on the Albemarle County Youth Risk Behavior Survey and the City of Charlottesville’s PRIDE survey.

- **The agenda was approved as amended, by consensus.**

I. COMMENTS FROM THE PUBLIC

Tom Jones, President-Elect of the Boys and Girls Club Board of Directors presented information regarding the organization’s efforts to build a new facility adjacent to Buford Middle School. He stated that they presently serve approximately 100 youth per day, 240 days per year. They have four (4) operating sites. The development of a 20-30 thousand square foot facility would allow them to accommodate 400-500 youth per day. They are proposing a public/private partnership with the City of Charlottesville wherein they have a long-term lease of the land from the City; they maintain the building and the City maintains the land and they share use of the gym with the school. He stated that the Charlottesville School Board is very supportive of the endeavor. R. White asked about the exploration of space utilization during the day to generate revenues. T. Jones stated that they would be open to that. He stated that he will be making a presentation to City Council in late April and is willing to make additional presentations to other groups as well. He gave his contact information: tjones@newventure.com or 964-1020. He announced that the Boys and Girls Club would be having a “Steak and Burger Dinner” fundraiser on May 13th.

I. MINUTES FROM THE march 5, 2003 MEETING

R. Stone, Chair, called for changes to and adoption of the minutes. There were none.

A motion to approve the minutes as corrected was made by S. McLeod. M. Dickens seconded the motion.

• THE COMMISSION APPROVED THE MOTION UNANIMOUSLY.

I. AD HOC WORK GROUP ON COMMUNICATIONS/OUTREACH STRATEGY – H. HATCHER, A. ZAVADA

A. Zavada gave an overview of the reasons for forming the ad hoc group. H. Hatcher distributed and reviewed the contents of a hand out on the *Ad-Hoc Work Group on Communications/Outreach Strategy* – see attached. She then requested feedback and comments from Commissioners. Discussion ensued regarding the integration of the release of upcoming CCF projects (i.e. Stepping Stones; Needs Assessment, Cost Containment, etc.) into the strategic communications plan of the group. K. Ralston acknowledged the hard work of the group and expressed her thanks. She then asked the difference between the proposed “State of Child and Families” community report and Stepping Stones. A. Zavada stated that the document would be a 3-4 page booklet with condensed information and local statistics. She agreed to bring a sample to the next meeting. H. Hatcher asked for suggestions from Commissioners on additional audiences to target. L. Peacock suggested that CCF target the business community in its strategy. M. Dickens suggested the County Medical Society. R. White suggested that the group collaborate with other groups already doing outreach. H. Hatcher said the group would brainstorm target audiences and bring the list back to Commissioners for review and editing. K. Ralston asked if the group had ideas of how to get Commissioners to participate in a “speakers bureau” as it had not been very successful in the past. S. Baker noted that the group had reviewed all historical documents of previous efforts and were aware of past CCF communication and outreach strategies. B. Cox noted that he and K. Ralston were working on a similar committee for the Partnership for Children and have spent a great deal of time on this concept. He stated that the content and mechanism for presentations was key to having speakers feel comfortable with going out to community groups. He also noted that content would be different for different groups. L. Scott-Harris noted that the idea was to let the community know that they could contact the CCF office and request a presentation. There was discussion about the concept of a “speakers bureau” and the previous CCF Key Message packets. R. White and M. Dickens stated that they had never been asked to make specific presentations. After additional discussion, A. Zavada suggested that a designated individual be responsible for scheduling presentations, developing presentations packets and contacting Commissioners to ascertain their availability to make presentations. D. Pomerantz stated that there were a number of community events at which CCF could set up display/information tables. B. Cox stated that the Partnership for Children committee had found the City and County information staff to be very helpful in their planning efforts. H. Hatcher circulated a sign-up sheet for Commissioners to note their desire to assist the ad hoc group.

I. CCF RETREAT REPORT WITH REVISED SURVEY RESULTS – S. BAKER

S. Baker highlighted the final report sections. She reviewed the survey findings regarding priorities and areas where there was no clear consensus. She noted that the Executive Committee would be looking at these areas in assessing allocation of staff and member resources to CCF activities. She concluded with a review of the “Areas for Discussion” section of the report. R. Stone stated that the Executive Committee suggests that a next step would be to have each work group of CCF review and develop their charge. K. Ralston suggested that something be drafted and sent to each work group. After some discussion it was agreed that each work group would have a Commissioner as a contact for specific work groups to facilitate this process, and bring the results back to the full CCF. The assignments are:

Work Group	Commissioner Assignment
Agency Budget Review Team	Roxanne White
Children Needing Extensive Services	Kathy Ralston
Communications/Outreach Strategy	Holly Hatcher
Comprehensive Services Act	Buz Cox
Data Management	Mike Dickens
Family Violence	Ruth Stone
Juvenile Justice	Martha Carroll
Needs Assessment	Madison Cummings
Partnership for Children	Susan McLeod
Teen Pregnancy/STD Prevention	Saphira Baker

R. White shared her thoughts on the

delayed and unrecognized the work of CCF has on decisions that are made by the governing bodies, particularly related to the Agency Budget Review Team’s emphasis on outcome measurement. M. Dickens echoed her sentiments and stated that he thought politician welcomed the recommendations made by CCF to alleviate pressure on them personally. He also stated that he would like to see a focus on developing a mechanism to bring recommendations back to CCF for recommendations on what to fund and not fund. S. Baker stated that she found these comments helpful and noted that it is useful to bring positive news of CCF impact to these monthly meetings as well as continuing the post-retreat focus on problem solving for continuous improvement and expanded impact.

I. NOTICE OF CHANGES IN THE CCF BYLAWS – R. STONE

R. Stone gave an overview of the proposed changes and the reasons for them. It was noted that the changes would be formally adopted at the May meeting of the Commission.

I. DIRECTOR’S REPORT – S. BAKER

S. Baker noted that the Family Violence pilot project was launched on April 1st in District 2 of the City and explained the history of the project. She noted that the Shelter for Help in Emergency would serve as the administrative agency, yet a separate phone line had been established for KidsWatch. . R. Stone noted that CCF data on children in the juvenile justice system with domestic violence in their background served as the impetus for this project, as well as GIS data showing a higher level of domestic violence arrests in District 2.

S. Baker gave an overview of the Kellogg grant opportunity that requires a letter of intent before May 9, 2003 noting that it asks for 3 people to be identified at participants in the training project. She stated that a potential weakness in the proposal for CCF was the involvement of low-income people in its work.

Commissioners suggested that she draw upon the work being done by CCF partners (i.e. MACAA, CHIP, etc.) in this regard. It was also suggested that collaborating with other groups on the submission of the letter of intent might be another option. L. Peacock, W. Lawrence and K. Ralston agreed to review the letter of intent.

K. Ralston asked what would be done with the Expulsion report submitted to the City Manager. S. Baker explained the history of the request. L. Peacock stated that she hoped both the City and County could use the findings. K. Castner stated that he felt caution should be exercised in using the work "expulsion" due to the definition/action associated with it, and the fact that so few students were expelled annually – approximately 2-3 from the City and the County. He noted the importance of looking at suspended students who chose not to return to school at all. There was discussion of extended suspension, expulsion and unsupervised children out of school. W. Lawrence requested a copy of the report. L. Peacock stated that she would inquire about approval for distribution, as it is an internal report.

I. MEMBERS' COMMENTS

CSA Committee Request for Feedback – B. Cox

B. Cox stated that the CSA Committee would be changing its meeting date to the 4th Wednesday of the month and noted that that was the date of Commission meeting mailings. Consequently, the financial reports would not be available along with other meeting materials. He asked if it would be a problem for Commissioners to receive the reports a couple of days later. Commissioners agreed by consensus that it would not be a problem.

Update on Albemarle County Youth Risk Behavior Survey – M. Cummings, L. Harris Scott

M. Cummings stated that he had met with Regina Kirk regarding the administration of the Youth Risk Behavior Survey. She informed him that the federal regulations had changed from an opt out to an opt in process. The survey will be administered in the fall of 2003 to grades 6, 9 and 12. A. Young and A. Roland suggested that it be given in the spring of the following year instead of the fall due to the maturation of freshmen. It was noted that there had been some previous discussion of the City and County conducting a joint survey a number of years ago. L. Harris Scott distributed a copy of the PRIDE survey that was administered in the City. There was a brief discussion on the mandate to administer the surveys due to the No Child Left Behind legislation. L. Peacock asked what would be done with the information gathered. K. Castner said it would be given to the School Board. It was suggested that some follow-up contact be made with Regina Kirk to determine what if anything else would/could be done with the information.

Other – S. Baker

S. Baker reminded Commissioners of the April 17th deadline for City applications for vacancies and encouraged members to tell their colleagues and peers. She noted that the County deadline had passed, and that County citizens and youth had applied.

I. ADJOURNMENT

Adjournment was approved by consensus.

The meeting was adjourned by consensus at 6:37 p.m.

Respectfully Submitted,
Cynthia Stratton,
CCF Administrative Secretary

***THE NEXT MEETING OF THE COMMISSION WILL BE
MAY 7, 2003
ROOM 235 OF THE ALBEMARLE COUNTY OFFICE BUILDING***

