



**Program & Grant Awards (PGA) Committee Meeting**  
**Friday, October 21, 2022**  
**9:00 a.m. – 11:00 a.m.**

**IN-PERSON**

First 5 Madera County  
525 East Yosemite Avenue  
Madera, CA 93638

**AGENDA**

**REASONABLE ACCOMMODATIONS FOR ANY INDIVIDUAL WITH A DISABILITY:** Pursuant to the Rehabilitation Act of 1973 and the Americans with Disability Act of 1990, any meeting or function of the First 5 Madera County – Program and Grant Awards Committee - may request assistance, by contacting First 5 Madera County, 525 E. Yosemite Ave. Madera, CA 93638, telephone 559-661-5155.

<b>1.0</b> ACTION	<b>OPENING REMARKS</b> 1.1 Call to Order 1.2 Roll Call	Deborah Martinez, Chair
<b>2.0</b> ACTION	<b>CONSENT AGENDA</b> 2.1 Adoption of PGA Committee Agenda 2.2 Review and approve the September 16, 2022 Meeting Minutes	Deborah Martinez, Chair
<b>3.0</b>	<b>PUBLIC COMMENT</b> This time is offered for the public wishing to address the Commission on matters NOT listed on the agenda. Committee members may listen but not discuss matters not on the agenda.	Deborah Martinez, Chair
<b>4.0</b> INFORMATION	<b>YEAR-END PROGRAMMATIC PROGRESS SUMMARIES</b> Review a year-end progress summary of activities achieved	J. Monica Ramirez, ED Xochitl M. Villaseñor, Staff
<b>5.0</b> INFORMATION	<b>F5 MADERA COUNTY PROGRAMMATIC BUDGET REVISION</b> Review programmatic fund balances to guide possible F5 programmatic budget revisions.	J. Monica Ramirez, ED
<b>6.0</b>	<b>STAFF UPDATE</b>	Monica Ramirez, ED
<b>7.0</b>	<b>ANNOUNCEMENTS</b>	Deborah Martinez, Chair
<b>8.0</b>	<b>NEXT MEETING</b> November 18, 2022	Deborah Martinez, Chair
<b>9.0</b>	<b>ADJOURNMENT</b>	Deborah Martinez, Chair

First 5 distributes monthly agendas electronically. Please forward your email address to Xochitl Villaseñor at [xvillasenor@first5madera.org](mailto:xvillasenor@first5madera.org) to be added to the list.



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**MINUTES**

Present:	Deborah Martinez, Chair Nina Zarucchi-Mize	Director of the Department of Social Services Community Representative – City of Madera
Absent:	Karen V. Wynn, Ph.D., Vice Chair	Community Representative – Eastern Madera County
Staff:	J. Monica Ramirez Xochitl M. Villaseñor Patricia Vega	Executive Director Program Manager Administrative Officer
Public:	None	

**1.0 CALL TO ORDER**

1.2 Deborah Martinez, PGA Chair, called the meeting to order at 9:04 a.m.

1.2 Roll Call

Present: Zarucchi-Mize, Martinez

Absent: Wynn

**2.0 CONSENT AGENDA**

Motion to approve the Consent Agenda and August 19, 2022 Meeting Minutes as presented. Motion by Commissioner Zarucchi-Mize. Motion carried by consensus.

Ayes: Zarucchi-Mize and Martinez

Nays: None

Abstain: None

Recused: None

Absent: Wynn

**3.0 PUBLIC COMMENT**

There were no public comments.

**4.0 DATA MANAGEMENT SERVICES AGREEMENT**

D.Martinez acknowledged the agenda item before the Committee was originally introduced during the August 19, 2022 PGA Committee Meeting and that staff was directly to research cost allocations for Apricot before bringing it to the September Commission Meeting for full consideration. She stated that the Committee received an email from staff informing the

Committee that the item would not be presented during the Commission Meeting but instead brought back to the PGA Meeting in September.

M.Ramirez stated that the recommendation to enter into a contract with Persimmony for a data management system remains the same as the recommendation presented last month. What is being presented today is the additional information staff collected from both vendors, a revised timeline based on the input from the Committee, the recommendation continues as an informal procurement process, included peer review, and quotes are presented in a more comparable manner to highlight the similarities and contrasts.

X.Villaseñor continued by highlighting that cost, technical support, customization and being user-friendly were among the points in recommending Persimmony. The revised timeline was shared with the Committee. X.Villaseñor shared that the Committee's feedback helped revise the timeline which allowed for more time to pilot the database before fully implementing it with all funded programs. This would also reduce the amount of data requiring conversion.

Both vendor budget estimates were presented. X.Villaseñor highlighted that Apricot reduced the per-user cost after following up with questions. It was also noted that Apricot's training/support line items limit the amount of staff access technical assistance. X.Villaseñor shared the concern regarding these thresholds stating that she would be the lead staff and has limited technical knowledge and that Apricot's thresholds are limiting and could result in higher costs if staff were to exceed the thresholds. Alternately, in staff's efforts to be within the thresholds, this could result in more staff time invested in trying to figure out how to work with the system. Conversely, Persimmony's technical support does not include any thresholds.

Commissioner D.Martinez recommended that staff include the number of First 5s contacted for the reviews. N.Zarucchi-Mize suggested also including the number of funded programs for each county.

Commissioner D.Martinez asked for a motion to move the item for full Commission consideration during the October Commission Meeting with the assumption that staff will add the number of First 5s contact and the size of the counties. Commissioner Zarucchi-Mize made the motion. Motion carried by consensus.

Ayes: Zarucchi-Mize, Martinez  
Nays: None  
Abstain: None  
Recused: None  
Absent: Wynn

#### **7.0 STAFF UPDATE**

- M.Ramirez reported that the 2021-2022 Audit would be wrapping up in the next few weeks.
- M.Ramirez shared that staff continues working with the County to have an independent automated financial system.

#### **8.0 ANNOUNCEMENTS**

- M.Ramirez shared the FRCs planned Fall Festivals in October.
- D.Martinez shared that DSS is co-sponsoring a resource fair at Monroe Elementary School. There will be free food for a limited amount of families and ponies.
- X.Villaseñor shared that she attended the Madera Community Healthcare Workers Conference where she was a panelist offering information on First 5 and that she was able to make connections with two promotora leads.

#### **9.0 NEXT MEETING**

PGA Meeting scheduled for October 21, 2022

#### **10.0 ADJOURNMENT**

Meeting adjourned at 9:34 a.m.



AGENDA ITEM 4.0  
 ACTION  INFORMATION

TO: First 5 Madera County PGA Committee  
FROM: Monica Ramirez, Executive Director  
Xochitl M. Villaseñor, Program Manager  
SUBJECT: Year-End Programmatic Summaries

**BACKGROUND**

This item is meant to keep the Commission apprised of funded programs year-end progress for the period January 1, 2022 through June 30, 2022.

**KEY POINTS**

1. This summary sheet closes out the 2021/2022 FY.
2. As the community continued to make progress in returning to a post-pandemic normal, service providers, including our funded projects, continued to be challenged to meet the annual targets. Mainly, there was continued hesitation toward in-person attendance. Some programs experienced low attendance; however, they met their service delivery targets.

PROGRAMS	TOTAL INVESTMENT FUNDS	YEAR-END EXPENDITURES	FUND BALANCES
Community-Initiated	\$197,638	\$129,063	\$68,575
Family Resource Centers	\$499,376	\$503,552	-\$4,176
Special Projects	\$43,126	\$42,714	\$412

## Community-Initiated Year-End Programmatic Progress Summaries FY 2021-2022

Funded Program	Service Area	Annual Targets		Year-End Targets Met		Annual Budget	Year-End Expenditure	Fund Balance	For Period Jan 2022 – June 2022
		Parent Cafés Series	Achieved/ Not Achieved	Parent Cafés Series	Achieved				
<b>Centro Binacional para el Desarrollo Indígena Oaxaqueño: Parent Cafés</b>	City of Madera	Parent Cafés Series	Achieved/ Not Achieved	Parent Cafés Series	<b>Achieved</b>	\$25,000	\$21,561	<b>\$3,439</b>	Through its four (4) virtual Parent Cafés, targeting the indigenous population, the program served 100 parents this period. Cafés were offered in 5-part series that covered topics such as social emotional learning, COVID information, and mental health information. Overall, 194 parents participated in the Parent Cafés. Parents requested the mental health information and were grateful for the presentation. Parents shared that they have benefitted from the program as they have learned about various resources available to them.
		Adults	100	Adults	<b>194</b>				
<b>Exceptional Parents Unlimited: Parent Cafés</b>	Oakhurst, North Fork, and Chowchilla	Parent Cafés Cohorts	3	Parent Cafés Cohorts	<b>5</b>	\$25,000	\$22,396	<b>\$2,604</b>	The program continued struggling with staff turnover, which impacted the program's ability to achieve targets. However, in Q4, the program offered 2 Parent Café Cohorts in both English and Spanish. Six (6) total parents attended either cohort. Each cohort consisted of 5 sessions with topics including resilience, relationship, communication, and others. While three parents were interested in becoming Parent Leaders, none committed to the trainings. Parent feedback included appreciation of the program for assisting in forming connections with other parents to continue supporting each other.
		Adults	30	Adults	<b>6</b>				
		Parent Leaders	4	Parent Leaders	<b>0</b>				
<b>Madera County Library: Backpack Literacy</b>	La Vina and Raymond	<u>Workshops:</u> In-Person	24	<u>Workshops:</u> In-Person	<b>5</b>	\$30,000	\$17,547	<b>\$12,453</b>	The program offered 11 workshops with topics covering science, shapes, and emotions. Five (5) total parents attended both English and Spanish workshops. The program continued facing challenges offering in-person sessions due to COVID restrictions. However, parents benefitted from the various topics offered. One parent shared that her son now able to share his emotions. Another shared how engaged and excited her daughter would be to learn during the sessions.
		Virtual	24	Virtual	<b>27</b>				
		Adults	88	Adults	<b>14</b>				
		Children	88	Children	<b>29</b>				

Funded Program	Service Area	Annual Targets		Year-End Targets Met		Annual Budget	Year-End Expenditure	Fund Balance	For Period Jan 2022 – June 2022
Reading and Beyond: <i>Parent Technology Enrichment</i>	City of Madera	Orientation Labs	10	Orientation Labs	51	\$117,638	\$67,559	\$50,079	During this period, the program offered 41 Lab Sessions to 98 parents. The lab sessions offer the first interaction with parents and assist them with proper use of devices and accessing appropriate educational application to support their children at home. Additionally, 38 workshop series were offered. The workshops run approximately 1-2 hours (virtually) and address various topics such as internet safety, accessing tele-school applications, etc. Parents have shared that they feel more confident navigating their devices to participate in virtual meetings. Parents also shared that they felt more knowledgeable regarding keeping their children safe while they are online.
		Workshops	10	Workshops	42				
		Adults	100	Adults	125				



**Commission-Initiated  
Programs Progress Summaries Year-End  
FY 2021-2022**

Agenda 4.0b

FUNDED PROJECT	SERVICE AREA	ANNUAL TARGETS	YEAR-END TARGETS MET	ANNUAL BUDGET	YEAR-END EXPENDITURES	FUND BALANCE	For Period Jan 2022 - June 2022	
<b>FAMILY RESOURCE CENTERS (FRCs)</b>								
<b>F5 Madera County Family Resource Center: Madera</b>	City of Madera	FRC Classes 100 ASQ Screenings 20 Parent Workshops 20 Baby Showers 3 PKU Sessions 3 Resource Management for Walk-In/PSP 40	FRC Classes 169 ASQ Screenings 25 Parent Workshops 10 Baby Showers 1 PKU Sessions 3 Resource Management for Walk-In/PSP 12	\$493,376	\$501,009	(\$7,633)	Staff held 119 FRC classes with 814 attendees (duplicate children/parents). Of those, 288 attendees were unduplicated. During this period, 19 children received an ASQ assessment. Eleven (11) children had identified concerns that ranged from communication to social emotional behavior. Most concerns were improved through attendance of the FRC PKU sessions. For more severe concerns, families were referred to CVRC. As mentioned, staff continued offering PreK University (PKU). Because PKU requires parent participation during these sessions, 13 parents and 13 children were in attendance. Using the Abriendo Puertas Curriculum, 15 parents received information such as I am My Child's First Teacher, The Power of Words, and others. Seven (7) Special Events took place this period. These ranged from FRC sponsored event to community sponsored events.	
	<b>F5 Madera County Family Resource Center: Chowchilla</b>	City of Chowchilla	FRC Classes 100 ASQ Screenings 20 Parent Workshops 20 Baby Showers 2 PKU Sessions 2 Resource Management for Walk-In/PSP 15				FRC Classes 154 ASQ Screenings 6 Parent Workshops 12 Baby Showers 0 PKU Sessions 3 Resource Management for Walk-In/PSP 1	Staff held 154 FRC classes with 643 (duplicate children/parents) attendees. Of those, 112 were unduplicated. One PKU session was offered this period with eight (8) children and seven (7) parents participating. Using the Abriendo Puertas Curriculum, eight (8) parents received information such as I am My Child's First Teacher, The Power of Words, and others. In addition to regular classes, the FRC offered a Spring Drive Thru event where various kits, books, masks and other resources were distributed to 38 families.
	<b>F5 Madera County Family Resource Center: EMC</b>	Oakhurst and North Fork	FRC Classes 30 PKU Sessions 1				FRC Classes 27 PKU Sessions 0	During this reporting period, staff offered 23 classes reaching 37 parents and 43 children. Staff held a Spring Drive Thru Event where various activity kits, books, masks and other resources were distributed to 12 families.
<b>Professional Development</b>	County-Wide	Trainings 3	Trainings 3	\$6,000	\$2,543	\$3,457	The FRCs delivered trainings on ASQ, the Five Protective Factors and Kid Power during this period. Altogether, 45 service and community providers participated in these trainings.	
<b>SPECIAL PROJECTS</b>								
<b>Injury Prevention</b>	County-Wide	Car Seat Appts 40 Car Seats 32 Safe Sleep Coalition Meetings 4	Car Seat Appts 38 Car Seats 49 Safe Sleep Coalition Meetings 8	\$7,500	\$6,937	\$563	1) Staff returned to in-person child passenger safety appointments this half of the fiscal year January - June. Conducting direct education, car seat fitting, installation assistance, and car seat replacement (as necessary). During this period staff conducted 23 car seat appointments, and provided 27 car seats. Serving 29 adults, 18 children 0-2 year old, 9 children 3-5 years old, 4 children over 6 years old. The YTD overall totals for parents and children served: 53 adults ; 33 children 0-2 yrs ; 12 children 3-5 yrs; 4 children over 6 yrs old.	
							2) Staff continues to participate in quarterly Central Valley Safe Sleep Coalition meetings gaining information to promote Safe Sleep Awareness. Additionally, staff was volunteered by the coalition to be the Education Workgroup lead to help further support the development of the coalition's education goals. During this period staff participated in 5 meetings a combination of coalition and workgroup meetings. Additionally, staff supported efforts and participated in the Central Valley Lactation conference to highlight and bring awareness to the importance of breastfeeding and the connection to safe sleep.	
<b>Cozy Early Learning Literacy Space</b>	County-Wide	Location site 12	Location site 14	\$15,000	\$17,881	(\$2,881)	Building on previous collaborations with county organizations to increase early literacy and parent-child bonding opportunities, staff partnered with local community organizations county-wide to help support and create a literacy-rich environment with cozy early learning materials to help support opportunities for parent-child bonding, interaction, and increase a child's vocabulary. As such, staff assisted with the creation of soft cozy literacy space for fourteen spaces with twelve organizations during this project period.	

<b>Mobile Vision Project</b>	County-Wide	Vision Screenings 3 Mobile Vision Van Events 2		Vision Screenings 4 Mobile Vision Van Events 4		\$8,700	\$8,150	\$550	During this period staff connected with new partners in Eastern Madera County and coordinated 2 vision screening and 2 mobile vision events at Rivergold and Coarsegold Elementary schools. Through this project 65 students 3-5 years old recieved vision screenings,11 students received complete eye-exam with OD, and of those 5 students received glasses. Overall, staff screened179 students ages 3-5, and completed 44 eye exam appointments, and 38 received glasses.
<b>Talk. Read. Sing Campaign</b>	County-Wide	Conversation Panel Project 1 Kit for New Parents 250 Preschool/Toddler Book Bags 200 Potter the Otter COVID Books		Conversation Panel Project 1 Kit for New Parents 557 Preschool/Toddler Book Bags 285 Potter the Otter COVID books 425		\$5,000	\$4,502	\$498	1) As staff turned a corner and returned from COVID shut down work continued on development of conversation panels for Department of Social Services-Child Welfare Serives program. Throughout this period conversation panels were designed, modified (as needed), and produced for the supervised CWS play area. The panels were desiged to focus on increasing early literacy and parent-child bonding opportunities in their outdoor play to further help promote the importance of Talk, Read, Sing through prompted dialogue, and help support parent child bonding. As such, 6 panels were given to Madera County Maintenance for installation (3 English and 3 Spanish). Installation will rely on coordination with CWS as the play area will need to be clear of families for a short time. Over this two year project (interrupted by COVID) two locations at the new public health campus have recieved conversation panels to help further support the importance of talk, read, sing.  2) Kits for New Parents (kits) are distributed in collaboration with the MCH Maternity Department, Direct service appointments, and participation in the Central Valley Lataction conference. As COVID policies have changed and direct service returned,staff was able to increase distrubition resulting 330 English kits and 127 Spanish kits distributed this period. Overall 557 Kits for New Parents have been distrubted.  3) Public Awareness efforts of the importance of Talk, Read, Sing included a toddler and preschool early literacy book bag distribution. The book bags were filled with early literacy books and Talk, Read, Sing materials. Book bags were distributed in various ways: car seat appointments, community events, and preschool vision project events. As such, this period 35 bags were distributed. Overall for the year 285 preschool/toddler bags have been distributed.  4) COVID books-no activity this period. However, overall 425 books had been distributed.
<b>Publications</b>	County-Wide	Print Media Publications 2		Print Media Publications 2		\$926	\$400	\$526	Staff published one print media ad during this period. Overall two ads were placed with the Madera Tribune.
<b>Education &amp; Outreach</b>	County-Wide	Cannabis Campaign Diaper Bag Billboard 30		Cannabis Campaign Diaper Bag Achieved 21		\$6,000	\$5,942	\$58	1) Develop a Public Awareness Cannabis Campaign 2) Engage Parents and Caregivers through quarterly Baby Shower Events; 7 bags provided in March 2022.





AGENDA ITEM 5.0  
 ACTION  INFORMATION

TO: First 5 Madera County PGA Committee  
FROM: Monica Ramirez, Executive Director  
SUBJECT: Proposed One-Time Programmatic Projects

**DISCUSSION**

Consideration of proposed One-Time Programmatic Projects. This item is meant to keep the Commission apprised of the fund balances from FY 2021-2022 and begin discussions towards the possible use of these funds.

**BACKGROUND**

The Programs and Grants Award Committee directed staff to consider reinvesting unspent programmatic funds from the previous year for One-Time Projects during the subsequent year. By the end of FY 2021-2022, there was a programmatic fund balance of \$68,575, mostly from community-initiated funded programs.

Any unspent funds return to the general fund at the end of the fiscal year. However, the Commission can utilize these dollars to fill gaps during the current fiscal year and reassign funds toward programmatic investments.

Staff has identified project opportunities as follows:

PROJECTS		FUND REQUEST
Mobile Vision Van	Expand the mobile vision deliverables by offering up to four additional screenings, two additional mobile vision van dates, and children's literacy materials.	\$8,500
Marketing Materials Project	Designed and print production of an updated FRC brochure, flyer, postcard, and logo.	\$10,000
Chowchilla FRC HVAC	Replace two HVAC units within the next year	\$40,000
	<b>TOTAL</b>	<b>\$58,500</b>

**CONCLUSION**

Based on PGA's recommendation, staff will prepare for the necessary next steps. Reinvesting funds to afford the three proposed One-Time Projects allows staff to strengthen current investments and care for the Chowchilla FRC essential repairs.