

# CHILDREN'S SERVICES COUNCIL OF MARTIN COUNTY (CSCMC)

Regular Meeting  
Monday, May 23, 2011, 10:00 a.m.

## MINUTES

After taking roll and having a quorum, Rob Ranieri, Chair, called the meeting to order at 10:00 a.m.

Council Members Present: Rob Ranieri (Chair) Elmira Gainey  
John M. Lass (Vice-Chair) Nancy Kline  
Judith Weber (Treasurer) Vern Melvin  
Michael Busha Doug Smith

Council Members Absent: Hon. Sherwood Bauer, Jr., and Anthony George, Jr.

Public Present: Jacki Jackson, Executive Director, Early Learning Coalition (ELCIRMO)  
Annette Sparling, Contracted Consultant for CSCMC Strategic Plan  
Jeff Ralicki, Executive Director, Tykes & Teens  
Bob Zaccheo, Project L.I.F.T.

Staff Present: David Heaton (Executive Director), Elizabeth Barbella (Director of Policy and Operations), Pamela Chamberlain (Contract Specialist), Rebecca Galante (Executive Assistant), Genevieve Guido (Director of Finance and Human Resources), Laura Haase (Contract Specialist), Frances Kaleta (Administrative Assistant I), Stephanie Macera (Executive Assistant), and Ellen Pethic (Manager of Finance)

Invocation was given by John M. Lass, and the Pledge of Allegiance was recited.

**A motion was made by Judith Weber and seconded by Nancy Kline to adopt the agenda, as presented. The motion passed unanimously (7-0 vote).**

**A motion was made by Elmira Gainey and seconded by Vern Melvin to approve the minutes of April 25, 2011, as presented. The motion passed unanimously (7-0 vote).**

### Public Comments:

No public comments were made.

### Old Business:

- A. The required public reading of the Commission on Ethics' Form 8B (Memorandum of Voting Conflict for County, Municipal, and Other Local Public Officers) was given by John M. Lass for his form submission at the 04/25/2011 Council Meeting with respect to CSCMC funding allocations for the YMCA's Strong Families and YReads! Wrap Around Programs. **No action required or Council comments were made.**

- B. The Building Committee Report was presented by David Heaton who informed Council that the new building was moving along with the walls being up and plumbing going in, and David invited Council to drive by and see the progress at the site. The building slab should be poured within a week. David informed Council that staff is in the process of marketing our current leased building with Southcoast in an effort to lease it, hopefully, to coincide with our move to the new building. Steve Hooks stated that he has a big crew working on the project, since so many construction workers have been unemployed.
- C. The Communications Committee Report was given by Elizabeth Barbella who informed Council that she has been working diligently with Donna Hosang to get the word out about CSCMC and to establish and nurture our relationship with the media, which has been going well. Staff is continuing to work with local Photographer Tom Winters on the first CSCMC video (Mr. Winters is graciously working on this project gratis). Elizabeth reported that, during this summer, staff will be releasing a newsletter that should be published quarterly. Also, the CSCMC website is being worked on continuously, and staff is planning and creating a timeline to work on other communication ideas. Regarding the recent Whole Child FunFest that CSCMC sponsored, Elizabeth reported that the Downtown Stuart's Flagler Park event had a fantastic turnout with hundreds of families participating to learn about children's services available in the community, along with having fun activities. 75% of CSCMC-funded programs participated and highlighted being CSCMC-funded services. CSCMC will continue to work with Whole Child Connection on this being our signature annual event for children and families.

Judith Weber commended staff for the effort of getting the word out in the community about CSCMC's mission to help children and families in Martin County. Ms. Weber had never read so many articles that included CSCMC and felt that this was a great start. Elizabeth was very excited about the community support received, especially by local public information officers who have embraced CSCMC and offered their guidance in establishing a better relationship with the media.

- D. The CSCMC Program and Funding Policies, regarding Applicant Eligibility, Item 1.1d, recommendation was discussed by David Heaton.

**A motion was made by Michael Busha and seconded by Judith Weber to approve staff's recommendation of retaining the current policy language in the CSCMC Program and Funding Policies Document, Section 1, Item 1.1d, that reads: "Programs by organizations with their own taxing authority are limited to two years of CSCMC funding. Subsequent eligibility for funding must be approved by Council on an annual basis, unless otherwise approved by CSCMC." The motion passed unanimously (7-0 vote).**

### **New Business:**

- A. The 2011 CSCMC Strategic Plan draft was reviewed by Elizabeth Barbella to assist Council with funding decisions for the next five years. Elizabeth introduced Annette Sparling, who has been working with CSCMC in a contracted capacity on the data analysis for the CSCMC Strategic Plan and was available to answer Council questions. Due to the tremendous amount of change occurring in the health and human services area of the community, staff will introduce a new Strategic Plan in 12-18 months that will be rooted in a set of indicators that will be expanded and enhanced. Even though we have not fully realized all of our performance targets, we have made significant strides in these areas between 2004-2010.

Elizabeth reviewed some key areas of strides made in regard to the CSCMC Strategic Plan. In 2004, only 64% of Martin County women entered prenatal care in their first trimester, whereas, in 2009, 72.9% entered prenatal care in their first trimester (compared with 78.3% statewide). However, work still needs to be focused on early entry into prenatal care.

CSCMC has a significant investment in the Healthy Families Martin Program, where the greatest setbacks have occurred in all of the indicators being tracked, regarding the health and well-being of children in maternal and child health. Healthy Families Martin was brought to Martin County by a partnership with CSCMC, and we were actively involved in writing the first grant. After CSCMC nurtured this program, it was handed off to Helping People Succeed. CSCMC felt strongly about this program because it was a child abuse and neglect prevention program, which also provided intensive home visits that gave us windows into families to access what was really going on and enabled us to work with other community partners to provide wrap-around services. CSCMC believed that, if we invested in a service that could touch more families qualified for services, we could actually create change in the community. In 2004, CSCMC wanted to grow the program in order that every Martin County zip code with families eligible for services could be helped. The program was intended to reach those families in greatest need and blossom out to touch every area in an entire community.

Healthy Families sustained a significant loss in last year's legislative session, and the money lost last year was not put back into the program this year, which results in the program turning families in need away at a very high rate. Helping People Succeed is unique in that their organization is extremely prescriptive and completes a national certification. HPS will have to make some big decisions, since funding is not in place to serve needed families and conform to how the national model dictates. Currently, Helping People Succeed is turning away an excess of 100 families, due to budget cuts. Although HPS has great partnerships and referral networks in the community, all agencies are having capacity issues, due to limited resources being an ongoing concern.

Commissioner Doug Smith joined the meeting at 10:20 a.m.

Regarding Page 12 of the draft CSCMC Strategic Plan, the BRAIN Program was given a 61% baseline at inception of giving all Martin County mothers a home visit, once they gave birth and accepted the visit. This home visit teaches families at all levels about the importance of child development and brain development and getting integrated once the child is home. It is very beneficial that a nurse (staffed by Martin Memorial) goes into the home to detect initial problems that might have developed and determine if the baby needs to be re-hospitalized. Actually, the 61% target has been exceeded with 92% of all Martin County mothers accepting home nurse visits for their newborns. Also, out-of-county births have been addressed for Martin County mothers with partnerships blossoming across county lines.

Council had a detailed discussion regarding all races showing improvements in prenatal care, ramifications if CSCMC no longer would be able to fund these valuable programs, and whether a dialogue should take place if 2014 referendum changes CSCMC structure. Staff will have discussions with the various Providers regarding their long-term sustainability, which should open the door to talk to the boards and foundations of the various agencies that are CSCMC funded.

Elizabeth Barbella reviewed Page 13 regarding the different measures of success for children entering kindergarten. Performances targets were set by CSCMC in 2005 at 80% to have children entering kindergarten, ready to learn and succeed. In 2010, we met that performance outcome at 88%. Regarding Page 14, Elizabeth will ensure that the information for Warfield Elementary is correct and is consistent with the table and graph.

On Page 17, Elizabeth pointed out a cluster of indicators where Martin County has historically done a good job by meeting or exceeding the statewide performance (Table 9 - Performance Measure: Graduation Rate, Drop-Out Rate, FCAT Scores, and Teen Birth Rate, 2002 and 2009). CSCMC wanted to continue to fund programs that supported and kept these performance targets consistent or made improvements through investments in after-school programs in the early years, the Early Learning Coalition preparing kids to be ready for school, and other prevention-related programs that touch children in the elementary, middle, and high school years.

On Page 18, youth substance use was reviewed, which is a great area of concern for CSCMC. CSCMC began in 2002 looking at the inordinately high number of middle and high school students who reported using substance (44% alcohol use in Table 10, Page 19). CSCMC set a performance target of reducing the high school alcohol use down to 38%, and as of 2010 Martin County is down to 24.1% of high school students who reported early alcohol use. Elizabeth Barbella reported that, from data reported from 2002 to 2009, we have made statistically significant strides in the area of substance use. We focused on the age of first use, as it directly correlates to abuse later in life. CSCMC invested in expanding Project Northland, which was already functioning in the school system, because it was scientifically based and had been proven to lower the percentage rate of first use of substances. Table 11 on Page 21 revealed that 10-14 year olds reported using alcohol in the past 30 days was reduced from 21.4% in 2004 to 19% in 2010.

The Martin County Shared Services Network is partnering with CSCMC, The United Way, Martin County Sheriff's Office, Martin County School District, Martin County Board of County Commissioners, and Florida Department of Children and Families to do a lot of concentrated work on youth substance use with heavy investments in this campaign and getting it out in the community. Nancy Kline discussed the NOPE Program, which is a type of scared straight promotion, that is very effective to make parents aware of what is going on with alcohol and drugs in schools today. Elizabeth Barbella also reported on the "Be the Influence" Campaign with the goal to raise the awareness of every community member, not just parents and grandparents, to try to get the community to start paying attention to all messages regarding levels of tolerance of alcohol use and other substances. SSN is particularly looking at the problem surrounding youths experimenting with prescription medicine—not realizing that their first use could possibly be their last.

Regarding Page 24, CSCMC is also heavily invested in and has placed a significant degree of importance on after-school programs because statistics show that, if we can keep kids busy and occupied with caring adults in a safe environment, we will protect them by increasing their protective factors and reducing their risk factors. Then, once kids are in these healthy after-school settings, we can talk about how to bring other assets to them, like helping them with academics, life skills, youth development, and connecting families with other needed services.

Looking at youth substance abuse and violence rates amongst teens, staff asked our Providers what kind of prevention programming can be infused into recreation programs. In reviewing national indicators in an average community where kids qualified for after-school programs, we examined what was a reasonable target to set for ourselves on how many kids would participate, not just in CSCMC funded programs, but intramural sports, extended day, and the community as a whole. CSCMC wanted to look at increasing our contribution into how many kids could be touched by CSCMC making after-school programming available. In 2009, CSCMC touched about 2,461 children in the 10-14 ages, as we focused on middle school range because we believe it presents one of the greatest opportunities for change as children are leaving elementary school and entering middle school. We looked at that number and still would like to be in the 80% range, although not there yet, of kids qualifying in our community for and participating in after-school care. This is another area that staff would look to Council and recommend continued and solid investment, due to its valuable impact on children and families.

Elizabeth Barbella explained that a true after-school program touches a child's life a certain amount of time with a certain amount of episodes a week, which is how you can expect to affect change. CSCMC pulled away from intermittent programs that made change hard to track and our investment impact unclear. These intermittent programs were subcontracted through larger after-school providers, such as Martin County, City of Stuart, and Boys and Girls Club. This was done with valuable services, such as Florida Arts & Dance and the Girl Scouts. Although it appeared that the number of youth served in 2008-09 dropped, it was discovered that these children were no longer double counted.

Elizabeth reported that we were excited when we started out with this plan and looked at our indicators of health and well-being to set some targets for ourselves. We are meeting many of those targets, in some cases we are exceeding the targets set, and in some cases we need more work to do. However, we still have made significant steps in the right direction, which tells us that we are getting a return on our investment. Also, it tells us that the programs we are investing in are working within a system of care that is functional and actually impacting families. CSCMC can only take credit for the kids that our dollars touch, which is not the total population of children in Martin County, by any means. We know that, with the children who we are touching, we are achieving successes when we review the provided data, whether it is SAMIS (Services and Activities Management Information System) or other county data. We still need to make improvements in youth substance use and concerns with the child abuse and neglect statistics that are shifting upward, which have a direct correlation with domestic violence rates going through the roof now. Therefore, some of the strides that were being made are now trending down. We also want to concentrate on improvements in prenatal care and reducing the teen death rate and youth substance use.

David Heaton highlighted that Elizabeth's report was about systems change, which does not happen overnight and requires a cooperative environment. It also requires participation by not only funders but also programs. As Elizabeth Barbella stated, we can only affect change in children that we touch. CSCMC's work is all about changing the system and making Martin County an exceptional place to grow up and raise kids. It comes at a price and it comes over time. It also comes with consistent investments in the right places, so a lot of this is about planning, looking at the information, and being nimble enough to be able to adjust strategies to accommodate change. This is difficult work that takes a long time, but over the last 10 years, significant progress has been made. Council needs to take credit for this, embrace this, and talk about this change. The Shared Services Network, the School System, Boys and Girls Club, Tykes & Teens, and other community partners have effectuated this change, which has not been accomplished independently by any of these organizations—this is all about working together.

Elizabeth Barbella also wanted to inform Council that at the five-year mark, it was intended that CSCMC staff would engage in a process that allowed for current data analysis and the gathering of information to write a new plan for the next five-year period. Therefore, our staff has been working with The Whole Child Connection's staff to organize the Whole Child Assessment Project, which would examine the environmental, social, mental, economic, physical, educational, and spiritual needs of children in Martin County. It would gather data similar to the original Whole Child Assessment done approximately eight years ago but on a much larger scale. The proposed assessment would be comprehensive and include data analysis, focus groups, and community polling/surveying. The gathered information would serve as the foundation for the development of a new CSCMC Strategic Plan document in 2012, guiding the Council's funding decisions for the next five years. The target dates for the project are September/October 2011 through December 2012. Elizabeth stated that staff is also working with Whole Child's staff to identify and secure funding commitments from local funding partners for the project. Those interested included: Allegany Franciscan Ministries, Business Development Board, Community Foundation for Palm Beach and Martin Counties, Martin County Board of County Commissioners, and United Way of Martin County. When finalized, the 2011 CSCMC Strategic Plan will be updated on the website.

Doug Smith suggested that the CSCMC Communications Committee talk about messaging to the community in a newsletter form on the last five minutes of Elizabeth Barbella's discussion on what children's health and well-being indicators are going negatively through the roof and the other indicators' successes. Council had a discussion on the frequency needed for newsletters and if quarterly were too spaced apart because they could be used during times that people are thinking about legislation issues, budgets, etc., and also ways to funnel children's information to the broad community in other ways than the newspaper and CSCMC website.

Rob Ranieri wanted to give deserved credit to our staff and the Shared Services Network (SSN) for creating a vehicle for all of these agencies, which we fund or do not directly fund, to consistently have a forum to get together, create ideas, and share information that has led to agency improvements and enhanced collaborative spirit and opportunity. A lot of that is driving some of the progress that we are seeing beyond just where our funding goes by having navigated the process through all of our agencies, which should not be overlooked.

Elizabeth Barbella stated that what the SSN does is to send a message that larger organizations like the School Board, DCF, and CSCMC's executives are willing to sit at a table and dialogue, problem solve, and share information that encourages the Providers to go back and do the same thing, so it is leading by example. Nothing is being asked of the Provider community that some of the larger organizations, driving the train or managing the funds, are not willing to do themselves, which makes a greater partnership in the entire community around these issues.

All pertinent data is entered into CSCMC's SAMIS first by the funded Providers on a regular basis; then, internally CSCMC Fiscal and Program Staff inputs SAMIS data to generate appropriate fiscal and program reports to monitor the funded programs' outcomes and fiscal responsibility. Elizabeth Barbella commended Laura Haase for taking on a tremendous responsibility, along with Pamela Chamberlain's assistance, for inputting SAMIS data. Once, the Research Analyst is in place, the Contract Specialists and Director of Policy and Operations would be relieved of this additional job. Elmira Gainey congratulated staff for taking on extra job responsibilities, which ensures that all of the CSCMC-funded programs' data collection and monitoring is accurate and up to date.

**No motion was required for the draft of the 2011 Strategic Plan.**

- B. The contract language modifications were reviewed by Elizabeth Barbella for Martin County Board of County Commissioners and Martin County Health Department, which are done annually.

**A motion was made by Michael Busha and seconded by Judith Weber to approve the contact language modifications for both Martin County Board of County Commissioners and Martin County Health Department per staff's recommendations as follows:**

- (1) Approval of requested language modifications to Section VI. Termination and Section VII. Liability of the 2011-12 CSCMC Contracts with Martin County Board of County Commissioners for the AS/OS, B.L.A.S.T., P.L.A.C.E., and R.E.A.C.H. Programs.**
- (2) Approval of the request to modify 2011-12 CSCMC Contract Items 1, 11, and 19 of the General Conditions of the Contract (Attachment 1).**

**The motion passed unanimously (8-0 vote).**

### **Staff Reports:**

- A. The Executive Director/Staff Report was presented by David Heaton who informed Council that Vern Melvin and he attended Healthy Families Martin's graduation of (63) children and their families. CSCMC was recognized as a funding partner and supporter of the Healthy Families Martin Program. David announced that Karlette J. Peck would be the new Administrator for the Martin County Health Department and wanted to welcome her.

Elizabeth Barbella updated Council on the new S.P.L.A.S.H. (Swimming Provides Learners with Aquatics Safety & Health) Program that will issue 235 vouchers to eligible children, 6 months to 18 years of age, wishing to take swim lessons, as the program is beginning to get underway. Partner agencies have been identified to help CSCMC in terms of determining eligibility for families, and those eligible families will be filtered out to the pool sites. As these vouchers should go quickly, CSCMC is hoping that, with The Big Heart Brigade, the American Red Cross, and the community's help, more funding will become available to grow the program.

In the budget planning discussions, Council will have to determine CSCMC's level of commitment for the seed money to fund the S.P.L.A.S.H. Program, as \$15,000 was taken out of Program Reserve Funds to start this swim safety program. Ms. Gainey reported that the Martin County Fire-Rescue Group is interested in securing additional vouchers for this program. Elizabeth has spoke with David Vaina of Big Heart Brigade of the Treasure Coast about shoring up paperwork to reach out to the community, as a \$50.00 investment seems reasonable to get some community support to produce more swim lesson vouchers and was the Council's intention to draw support from others continuing to fund a swim-safety program.

- B. The Financial Reports were given by Genevieve Guido who informed Council that CSCMC has completed seven months of operation. No Council Comments were made.

**For Your Information:**

Council reviewed and discussed the information provided. David Heaton encouraged Council to read the Early Learning Coalition Project—CCEEP After-School Match memorandum, as it explained the process to draw down additional state dollars for this community on behalf of our after-school programs.

**Council Member Comments:**

Rob Ranieri informed Council that the June 27 Council meeting would include the 2011-12 Budget Workshop and encouraged all Council Members to attend. David Heaton stated that the budget workshop was moved to June so that the preliminary property values would be available, as CSCMC is required to submit a budget to Martin County by July 1, which is a statutory obligation.

As no further discussion existed, the regular meeting was adjourned by Rob Ranieri (Chair) at 11:02 a.m.

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Rob Ranieri, Chair

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David L. Heaton, Executive Director