

**FIRST 5 SAN MATEO COUNTY  
 PROGRAM, OPERATIONS AND PLANNING (POP) COMMITTEE MEETING**

**As authorized by Governor Newsom’s Executive Orders N-25-20 and N-29-20, dated March 12, 2020 and March 17, 2020 respectively, the meeting will be held via teleconferencing with members of the Commission attending from separate remote locations. The meeting will be held and live cast from the following location where members of the public shall have the right to observe and offer public comment:**

DATE: February 1, 2021

TIME: 4:00 – 5:00 PM

Join Zoom Meeting

**Online:**

<https://smcgov.zoom.us/j/94241587534?pwd=RHBZQnpBbTZ5ejl0TGhZeFUvRGVBQT09>

Meeting ID: 942 4158 7534, Passcode: 757678

**Phone:** +1 669 900 6833

**This altered format is in observance of the recommendation by local officials that certain precautions be taken, including social distancing, to address the threat of COVID-19.**

COMMISSION MEMBERS: Ken Cole, Sandra Phillips-Sved (Chair), Nancy Magee

PUBLIC MEMBER: Harvey Kaplan, M.D.

STAFF: Kitty Lopez, Michelle Blakely, Myra Cruz

AGENDA		
1.	Approval of the February 1, 2021 Program, Operations and Planning Committee Meeting Agenda	Phillips-Sved
2.	Approval of the October 5, 2020 Program, Operations and Planning Committee Meeting Minutes (See Attachment 2)	Phillips-Sved
3.	Elect Committee Chair	Phillips-Sved
4.	Race and Equity Discussion (Verbal Updates)	Lopez
5.	First 5 San Mateo County Website (Verbal Updates)	Blakely
6.	Adjournment	

**NEXT MEETING: April 5, 2021**

**First 5 San Mateo County (F5SMC)  
Program, Operations and Planning (POP)  
COMMITTEE MEETING MINUTES**

**October 5, 2020  
Virtual Meeting Via Zoom**

Commissioners Present: Sandra Philips-Sved (Chair), Ken Cole, Nancy Magee  
Public Member: Harvey Kaplan  
Staff: Kitty Lopez, Michelle Blakely, Myra Cruz

Commissioner Phillips-Sved called the meeting to order at 4:05 PM.

**1. Approval of the October 5, 2020 Program, Operations, and Planning Committee Meeting Agenda:**

MOTION: Commissioner Cole / SECOND: Commissioner Magee. Motion approved.

**2. Approval of the September 14, 2020 Program, Operations, and Planning Committee Meeting Minutes:**

MOTION: Commissioner Phillips-Sved / SECOND: Commissioner Magee. Motion approved.

**3. Program Updates: Build Up for San Mateo County's Children (Build Up)**

Michelle Blakely, F5SMC's Program and Planning Director, provided an update on Build Up and shared brief background history. Build Up SMC was used as a model for the statewide organization called Build Up California. Build Up will be given credit as a founding member and participate as a member of their Advisory Committee, including having an MOU with them. The bittersweet implication was that one of the Foundations that provided funding to Build Up SMC switched its support instead to Build Up California.

Blakely shared data of San Mateo County Child Care Relief Fund including:

- 236 eligible applications with \$1.98 million (approved by the Board of Supervisors under the CARES Act allocation) in funding requests
- 74 child care homes funded
- 50% of the child care homes are women-owned
- 28% are immigrant-owned
- 96% serve infants and toddlers

Build Up provided a deep level of support to child care homes during pandemic work, which includes 60 hours of individual technical assistance to child care centers so they could submit applications for the SMC Child Care Relief Fund. This is an example of the elevated work of Build Up and how this program is crucial to Family Child Care (FCC) businesses.

Blakely also shared a quote from one of the child care providers on their feelings during the COVID-19 pandemic.

Committee members asked questions and made comments.

**4. Race and Equity Discussion**

Kitty Lopez, F5SMC's Executive Director, reminded the Committee that at the last meeting, they discussed how we could center race and equity more deeply in our work and agreed to recommend a study session with the full Commission. Lopez also shared that Commissioner Phillips-Sved, Blakely, and she would be discussing with the consultants, who are currently working with F5SMC Staff, on how we might approach the initial conversation with the Commission. Blakely added that there are many conversations at the state level and in local regions to systematically look at the institutions on how to address race & equity. Discussion ensued.

Committee members asked questions and made comments.

**5. Communications Plan Draft**

Michelle Blakely highlighted the following:

- F5SMC's communications firm, VIVA Social Impact Partners, did a landscape and audit scan of F5SMC's communication platforms. They also met with grantees and F5SMC Staff on how to strengthen its communications effort.
  
- F5SMC, along with the San Mateo County Office Education, will be hosting a Facebook Live Town Hall Meeting for parents regarding COVID-19 sometime in November, 2020.
  
- Target audiences will remain the same.
  
- Key takeaways such having clear priorities, goals, a defined process, brand refresh, and website update.
  
- Communications Plan 2020 – 2023 Goals, communications and advocacy priorities, and strategies & activities.
  
- VIVA Social Impact Partners will be presenting in the October 26, 2020 Commission Meeting regarding the Communications Plan.

Committee members asked questions and made comments.

The written Communications Plan draft is included in the [October 5, 2020 POP Meeting Packet](#)

**6. Other:**

Harvey Kaplan shared that he attended the American Pediatrics conference, and the theme was around early childhood experiences and Adverse Childhood Experiences (ACEs).

The meeting adjourned at 4:57 PM.