



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved EARLY CHILDHOOD CARE AND EDUCATION COMMITTEE

Thursday, January 10, 2013

8:00 AM

215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Present: 6 - Muriel Simms; Anita Weier; Scott Peters; Michael B. Jacob; Patricia A. Lasky and Diane B. Adams

Absent: 1 - Linda E. Benzschawel

Peters called the meeting to order at 8:09 am.

APPROVAL OF MINUTES

Weier brought up a correction to the minutes. Page 2 under "Jacob expressed concern..." change the number from 11 to 9.

MOTION by Lasky, seconded by Weier to approve the minutes with correction.
Motion passed by voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

Peters reminded the group that Conflict of Interest forms were due January 2nd. As of this morning all ECCEC forms have been submitted.

NEW BUSINESS

2. [28731](#) CDD Update

Attachments: [Community Resources Funding Resolution](#)

Host introduced the new Community Development Division Director Jim O'Keefe. Jim gave a brief introduction. He began last November and previously worked with the State Department of Commerce. He previously

worked for the City under Mayor Soglin and Mayor Bauman as the City Lobbyist for 12 years.

Adams asked if advocating for quality child care was part of Jim's job as the director. Jim responded that yes advocating for all programs within the CDD is part of his duty and we are currently fortunate that the Mayor and Council recognize the importance of the programs funded within the division.

Peters added that the last few funding cycles we were facing potential 5% cuts that didn't materialize due to advocacy and the understanding of the Mayor and Council.

Adams reiterated the importance of economic impact of child care on the community. There are reports that can be reviewed and present to the Mayor and Council.

1. [28730](#)

ECCE Committee
Meeting with Mayor Soglin
Membership
Ordinance Revision
2013 Annual Calendar

Meeting with Mayor Soglin

Peters, Host and Weier met with the Mayor and his staff in December regarding the future of the ECCEC. It was a positive meeting and the Mayor would like the committee to take on a larger role. He would like to appoint 2 new members by the end of January. Weier added that the Mayor discussed developing an over arching policy/system for serving children 0-12 similar to that in Minneapolis. The mayor has a firm commitment goal of providing afterschool and summer programming to all children who would like it. Simms asked for details on the Minneapolis policy. Host explained that Tariq Saqqaf the new Neighborhood Resources Team Coordinator is working on getting the information.

Membership

Host discussed that the membership total will change from 11 to 9. Candidates are currently being reviewed. Once approved by the Mayor's Office the list will go to Council. If members know of interested candidates, they can refer them to Host or to the City's website.

Adams discussed the importance of promoting the committee and reaching those in the community who would like to serve. She suggested a newspaper article focusing on what it means to serve these days. This could help raise awareness of the need and reach those interested.

Ordinance

Staff are currently reviewing the ordinance to update language and the role of the committee. The ordinance will be brought to the group before it goes to Council.

2013 Annual Calendar

Peters stated that the discussion of the annual calendar will take place in upcoming meetings. The group will decide how many meetings they will need

to have each year and what items will be discussed at each.

The group discussed having a child care forum. Host explained that in the past the forum was held in November. The committee decides the topic and sends it an invitation to centers and community agencies, parents etc.

- Centers are having difficulty with the change in state funding to attendance based payments.

- Adams mentioned the decline in family child care. Host stated that George Hagenauer will present a report on this trend.

- Adams discussed the ability of centers to obtain trained staff and directors. Is child care still a viable profession? Lasky asked what the committee could do about some of the problems facing centers Adams explained that changes to credentials could result from the discussion and staff turnover is also an element that causes difficulties for centers and families.

- Lasky added that forums are important and give the message to agencies that we are aware and concerned with issues child care centers face. Adams agreed and would like to give centers the opportunity to talk about what they are dealing with. We could also have a visual to show everything that impacts childcare including families, state policies, funding and children. Lasky discussed that the City is changing and there are attendance issues throughout the City. Adams added that unemployment is also playing a role.

Jacob added that perhaps a hub and spoke visual would be effective for the forum. Challenges center confront could be in the middle and staff, directors, reimbursement rates, etc. could be the spokes. This would give the committee something to work on and how to solve them.

The committee decided that the March 14th ECCEC meeting will be the forum from 8:30-10:30. Staff will send out save the date information to centers.

Peters added that at the next meeting they will discuss the goal structure of the committee and the March Forum.

3. [28732](#)

4C 2012 Child Care Demographics Report - George Hagenauer

Attachments: [4C Demographic Report](#)

George Hagenauer from Community Coordinated Child Care Inc. (4C) presented the demographics report to the committee for child care in 2012. This report is based on enrollment data. He discussed that in child care vouchers and free market are often ignored in voucher debates used for policy purposes. There has been an uptick in children attending child care centers. The higher SA numbers are due to the addition of MSCR data, not new students attending programs. (Unregulated neighborhood centers are not included in the data.) There was a jump in preschool attendance. Not sure if it is due to parents choosing 4K or if people are returning to work and need child care. There has also been a jump in family child care centers which reverses the trend of the last 5 years.

Public schools have become increasing important. George looked at public school data: 4 year old kindergarten, at risk kids, programs for children under 6 are serving 9,811 in Madison and 11,186 in the County. 4K and part time

programs are creating gaps in payment to centers that need to have full time staff to provide care even at a part time level. George discussed parent's preferences to use child care less due to the high cost and the desire to spend more time with their kids. Family stability is an important factor. Are we adding to stability for families with the part time care or are we mirroring the instability in the families? George took WI Shares information and 4 year old programs and tacked zip codes of children in care. A chunk is provided outside the City of Madison.

The take away from the Demographic Report are Public School import and Family Stability. There need to be systems in place (including economic systems) to meet the full time staff need and the part time kid slots. George will review the FCC report in February.

Adams and Host addressed this concern explaining that if centers do not have enough kids enrolled in a certain program teachers are shifted to another classroom and staff cannot get the hours that they need. Both new centers and chain centers are experiencing this. Adams mentioned a book called "The McDonaldization of Child Care" that came out about 30 years ago and deals with the similar idea.

Peters asked about the percentage of students in accredited centers. George replied that between 48-50% of children are in accredited programs. This has decreased a bit from the past due to 4K programs. 5 year freeze of reimbursement rates has created a loss (up to \$50,000) of WI Shares funding to centers that now must be paid by parents.

Peters asked if the 49% in accredited centers was possibly lopsided based on the areas around the city. George stated that there are neighborhoods without space for centers to be located.

George discussed tracking WI Shares kids by zip code of where they lived versus where they receive care and they moved all over for care. There are also low income concentrations. In southwest neighborhoods there is not a lot of space. From 18/151 to High Point Road the development was created not thinking it would eventually become low income residents without transportation. Both the City and developers have created problems.

Adams stated that in San Francisco new developments pay a dollar amount for based on square footage towards the child care fund.

Adams asked what PD codes were on the report. George explained that it stands for Planning Districts throughout the City. It also coincides with neighborhood indicators. Host discussed that neighborhood indicators and planning districts help to do plans and are better than census tract based information.

George added that the state's current payment system does not take cost of living increases into account. Also does not have accurate comparison when Madison and Milwaukee are compared to Green Bay or Janesville especially given their economic and employment statuses. Quality child care is not just a low income issue. It is important to pay the full cost of care for low income kids.

Adams inquired about employer supported child care centers. George discussed St. Mary's, Meriter have them and most health care employers provide it along with Promega, American Family Insurance, Kohl's, Quad Graphics. Simms inquired about the reason for looking at employer supported child care. Adams explained that we should look at all models for childcare. George added that Health Care schedules make it make it hard for employees to use regular centers so often that is why they provide their own child care options. Target and Wal-Mart also create schedules that make it difficult for employees to access full time centers but they do not support their own option as an alternative.

[28731](#)

CDD Update

Attachments: [Community Resources Funding Resolution](#)

Host discussed the resolution for funding and list of Community Resources funding amounts. The Neighborhood Center Study is still in the works. Jim O'Keefe is now involved and more data is being calculated for the costs of running different size centers including maintenance and program support.

4. [28733](#)

2013 Child Care Assistance Income Guidelines

Attachments: [2012 Tuition Assistance Report](#)

Host explained that the Federal government has not released the 2013 poverty data so the new child care tuition assistance guidelines have not yet been established.

Vari del Moral discussed the 2012 tuition assistance final report. They ended with a surplus of \$5,000 out of a budget of \$745,000. 149 children from 98 families received assistance last year averaging about \$5,000 per child.

Del Moral discussed enrollment for 2013, there is a current waiting list. Adams asked if people could apply online. Del Moral stated that there are many variables that decide eligibility such as income and it necessary to meet with the families to review and calculate all of the application materials to determine eligibility.

Del Moral explained that she gives mini consultations when she initially meets with families who apply to the program and let them know all of their options for care and determines their eligibility for the program.

Simms added that while she likes the idea of online sign up it does take away the personal touch and human contact. Peters asked if families could get on the list online and then when pulled off the list they could do a phone interview. Del Moral discussed the initial contact she has with families is important in providing information to the families and to let them know other options available if they do not qualify for this program. The brochures, website and county worker and child care center referrals all list the phone number. Staff will discuss how to make the initial application easier for families.

Host discussed updating and organizing the tuition assistance policies. In addition a staff team is working on how families are weaned off funding. Currently there is a dollar for dollar drop in subsidy based on increased income. If they get a promotion or work more hours they could be moved off the program. Perhaps a formula could be implemented such as 25 cents for every new dollar earned will be added to the income to determine eligibility. Earned income tax credit model is being looked at.

5. [28734](#) CSC Report - Pat Lasky

Lasky discussed the last CSC meeting. It was a brief meeting. Allen Sweet the chair has stepped down; Paul Van Rooy is the new chair. Jim O'Keefe introduced himself to the committee. Peters cannot be an ECCEC alternate rep to the CSC; only one person can be listed on the CSC as an ECCEC rep.

6. [28137](#) ECCEC Subcommittee

Attachments: [2013 Schedule](#)

The February 14 subcommittee will consist of Adams, Lasky and Weier.

Host will send out "Save the Date" info to center directors for the March 14 forum. The committee will further discuss the details at the February meeting.

ADJOURNMENT

MOTION by Lasky, seconded by Adams to adjourn at 9:36 am. Motion passed by voice vote.