



# City of Madison

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

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Thursday, July 11, 2013

8:00 AM

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

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### CALL TO ORDER / ROLL CALL

**Present:** 9 - Denise DeMarb; Linda E. Benzschawel; Scott Peters; Jennifer Templin; Michael B. Jacob; Patricia A. Lasky; Diane B. Adams; Karalyn A. Kratowicz and Muriel Simms

**Staff Present:** Monica Host, Lisa Strub

Peters called the meeting to order at 8:05 am.

### APPROVAL OF MINUTES

**MOTION** by Jacob, seconded by Adams to approve the June 13, 2013 minutes.  
Motion passed by voice vote.

### PUBLIC COMMENT

#### 1. Tom Solyst

Tom spoke as a resident regarding the Life as a Boy program and the 13 years he has been with the center. In the neighborhood there is a lack of male role models. 75% of the households have a female head of household. There is a lack of minority role models including teachers. Program is for 3rd to 5th graders. It teaches values and helps boys discover who they want to be. It is a crucial program. Several African American men participate as mentors. This program cannot be duplicated in schools or centers. For many boys this is the first time they are asked what is important to them and who they want to be. The Los Ninos Primeros program is another program that helps Latino parents and children prepare for life. Tom spoke against staff recommendations to cut partial funding to these programs.

Simms asked who designed the Life as a Boy program and if it is community based. Tom responded that parents and social workers met and combined efforts to create the community generated program. Simms also asked if other than protecting their sisters were the boys taught to respect women. Tom responded that yes women are also a focus in the program. Dittrich-Templin discussed the gender based education and asked if other centers have used a similar program in their centers. Tom stated that gender based education is important and should be city wide but this is the only center with Life as a Boy program.

**2. Marquis Mason – Vera Court**

Marquis spoke regarding the Life as a Boy program. If it wasn't for the program he wouldn't be who he is today. He grew up without a father figure. The program focuses on academics, how to be a man and a role model. Marquis is currently a senior at UW Madison. He participated in the program and is now interning at Vera Court.

Adams asked if these children are taken out of the school age program.

Marquis stated that this program runs Thursdays and Saturdays. Kratowicz asked if other participants are cycling back to mentor. Marquis stated that yes there is another who has been volunteering.

**3. Megan Pitts – Girl Neighborhood Power program Vera Court**

Megan spoke regarding the Girl Neighborhood Power program that mirrors the Life as a Boy program. Girl Neighborhood Power focuses on respect, hygiene, being a girl. Some of these girls may not have role models at home. The same can be said for the Life as a Boy program. It is an important program. Fraternities, business owners come to talk to the boys.

Dittrich-Templin asked if the program was set up for summer afterschool.

Megan stated boys and girls are pulled out of afterschool separately to do field trips etc. Out of the 50 capacity. If they did not go to Life as a Boy they would be over capacity. Extra kids come in those days. There are more on a waiting list not getting into after school programs.

**4. Shanee McCoy – Bridge Lakepoint Waunona**

She provided a handout to the group on the budget and is available if they have questions.

**5. Esmeralda Ambriz Beramen – Los Ninos Primeros**

Esmeralda is a 4K teacher. She spoke about the difference between 4K vs. Los Ninos Primeros program. 4k was bilingual, but didn't see the parents. Latino parents are not always comfortable being involved with school. Play and Learn program works with parents but is only 2 days a week while Los Ninos Primeros meets 3 days a week to prepare parents and children for 4K. Los Ninos Primeros program helps children birth to 4 that are not qualified for 4K. It caters to parent workshops focusing on energy efficiency and parent education. 4K and Play and Learn programs do not do parent workshops. This program gets parents prepared and engaged. There are also field trips to places like the pool and zoo. This provides families the opportunity to visit places they would not normally go.

Simms asked about school performance of students who attended Los Ninos Primeros. Esmeralda stated that children who attended Los Ninos are more engaged in school and are more prepared. There is a significant difference in these students over other children. Dittrich-Templin asked if there was also a difference in the parents of these students. Esmeralda explained that yes the parents are more involved and Los Ninos Primeros has workshops on what will happen in 4K and school. This empowers parents.

DeMarb asked how long Los Ninos Primeros been running. Tom Solyst responded that it has been around for about 6 to 8 years. DeMarb discussed the strong relationship between center and grade school. She asked if there was a tracking of children and how it is working. Esmeralda stated that as a teacher

she can see the improvement and families keep coming back with other children and families.

Dittrich-Templin asked if the budget was cut by 1/3 could the program still function at 2 days a week rather than three. Esmeralda stated that the 3 consecutive days is the optimal program length. It allows for connection with the program and other parents.

**6. Arturo Ambriz – Bridge Lakepoint Waunona**

Arturo works with the Los Ninos Primeros program. While it may be a small program it does serve 3-5 year olds mostly 3-4 year olds not eligible for 4K due to the cutoff date. Play and Learn programs meet 1 time per week. Los Ninos Primeros meets 3 times a week. It is a drop in program and parents would like more and would even meet 4 times a week if possible. 8-16 families participate in Los Ninos Primeros and there is a waiting list.

Arturo continued to describe the programs has strong connection with the school. It goes on field trips and takes parents to the schools to meet principals and teachers so parents feel more comfortable with the school. Latino parents have the conception that kids will learn in school and 4K. Los Ninos Primeros teaches parents that they are the first teacher for their children. The program leads to less behavior issues in schools with children.

Adams inquired about the parents being stay at home parents or if they work. Arturo explained that yes the parents work but they work late hours so they can attend the program or switch off so one day the mom will bring the child and the next day the dad may bring the child.

DeMarb asked if there was a parent education focus on brain development, etc. for children. Arturo explained that some education is done through quick conversations and to show parents how to show children to do things.

Simms asked if parents are taught to advocate for themselves in schools. Arturo stated that yes the parents are empowered.

**7. Paul Terranova – Lussier Community Education Center**

Paul reported on the growth of the center in the last 2 years. The capacity from the Elementary program has grown from 13 to 23 and it is now licensed. The increased program requires an increased budget. This is the reason for the increased funding request. Paul began to discuss the staff recommendations and Monica Host explained that the committee members have not yet reviewed or discussed the staff recommendations. Paul responded that he hopes the program will be considered high on the B-list if cuts are made.

**4. Shanee McCoy – Bridge Lakepoint Waunona continued**

Shanee previously provided a handout to the group and now there were questions. DeMarb asked if center was providing their services already, but asking for another person. Shanee explained that the addition of a youth worker, program coordinator and camp counselor is needed since the Owl Creek neighborhood is an isolated area that takes time to enroll families. Parents don't always have knowledge of programs available. BLW now has a van and Owl Creek students are participating in BLW programs.

Lasky asked if there was a waiting list. Shanee stated yes for both Owl Creek and BLW children. Lasky added that 3-4 years ago Owl Creek was in chaos and the principal of the middle school attended an ECCEC meeting to discuss the problems. Shanee discussed a smaller difference between BLW children and Owl Creek children in the center, this could be because they know the center and the neighborhood.

Lasky asked what the program does in the neighborhood. Shanee explained that they are not in the neighborhood, but twice a year they go into the community to gage the need. Lasky also asked about bus service. Shanee discussed bus service through Madison Metro would begin August 25th.

Host inquired about how they saw 32 kids fitting in at the site. Shanee stated that it could be tight, but they have 2 buildings and are currently using the 1st floor and could possibly expand to the 2nd floor.

Simms requested clarification that the \$25,196 increased funding request was to serve an additional 10 kids. Shanee explained yes it was.

## DISCLOSURES AND RECUSALS

Peters discussed what constitutes a conflict of interest. It was explained that donating to United Way did not present a conflict of interest for this funding process. Committee members submitted their Conflict of Interest forms. Jacob has a Conflict of Interest with Goodman Community Center since his wife works there. He recused himself for the rest of the meeting.

## NEW BUSINESS

1. [30665](#) Neighborhood Center and Gardens Funding Process

Peters referred to the Tuesday agency presentation meeting. Several ECCEC members had attended and many agencies discussed cost of living allowances (COLA) as a concern. There is \$406,574 available in the Children and Families Program Area. This is the same amount available in 2013 and there is no new money or COLA for centers. Madison's living wage increases about 2% each year and centers must pay employees within funded programs a living wage. The City does not provide more funding to allow centers to cover this yearly increase. Some centers included COLA as a reason for increased funding requests. Peters added that a potential COLA increase of 2% this year or 6% for the past 3 years could be on the funding B list. Numerous agencies spoke on it at the July 9th presentations.

DeMarb stated she was disappointed that this was not vetted. Not all agencies included COLA as part of funding request. Some discussed it so the applications are not apples to apples. Living wage is \$12.45 people with experience may not be getting some wages for experience. What they ask for Council to address.

Adams added that this is a huge issue with contractors within City. It was stated as a common problem. Presentation by department on how they will fix it. Directors know how to keep staff, not to over think it. DeMarb stated it should

be looked at.

Peters mentioned the 3 new programs applying for funding. Since the \$406,574 amount doesn't increase with new programs requesting money in order to fund new programs the money must be cut from existing programs.

Adams pointed out that the 3 new programs were on the bottom of the ECCEC ranking sheet. Lasky stated that it is difficult for new programs to break into the process. Ratings process is against new programs. Neighborhood House struggled to establish a program and the population of Neighborhood House service area isn't defined.

Adams stated it is an artful discussion on how and who Neighborhood House serves. Ethnic diversity center maybe another City funding source could fund them on a cultural diversity basis.

Host explained that Neighborhood House's Summer Camp was a full camp and 30% of participants are from the neighborhood and the rest are citywide.

Benzschawel does not want to take funding away from successful programs to fund new ones. DeMarb discussed Neighborhood House's funding last year at \$17,000 and fundraising at \$6,500. Host explained that the \$17,000 was for center support and they had a large donation from an anonymous donor.

Boys and Girls Club could raise the funds on their own and there wasn't a good job description provided.

Dittrich-Templin asked why Neighborhood House is not a licensed program. Host explained that some programs are drop in and it is not required that they are licensed. Neighborhood House would like to be licensed but they need to be more established first. The program is moving forward but it isn't there yet. Many centers aren't licensed. They want to serve drop ins and more children. Lussier is an example of a center that has recently become licensed.

Dittrich-Templin added that most parents are working and could be eligible for state funding.

**MOTION** by Adams, seconded by Lasky to remove Boys and Girls Club Taft and Boys and Girls Club Allied Parent Engagement programs from funding consideration. Motion passed by voice vote.

Peters asked if the committee wished to remove Neighborhood House Summer Camp program from consideration or if there were recommendations of other programs that could be cut to fund the \$14,000.

DeMarb stated that some increased funding request list COLA and others do not. It is difficult to compare request since it is not apples to apples.

Peters reminded the group that to increase funding for a program that funding would need to come from another program.

Dittrich-Templin does not want to put too much focus on the numbers in the rankings. She asked for advice from committee members with more

experience.

DeMarb suggested discussing things we do not see value in. Remove what is not a priority. All programs are valuable.

Benzschawel would like to get the most bang for the buck. Wisconsin Youth outcomes are very subjective. Is the program not working or is it not measurable?

Host explained outcomes can be addressed in contracts.

Simms stated the WYC objectives were not well written and the application was not ranked high on her list. She is also concerned about well funded agencies like Goodman and Lussier who receive money from corporations. Adams added that they need all the funding they can get.

Simms discussed well written objectives are critical for how you serve your population.

Host stated that in past agencies' success at fundraising has is not a reason to withdraw funds. Outcome Objectives of programs objectives can be addressed in contracts.

Peters asked the group if people feel there are programs that should receive less.

Kratowicz mentioned East Madison Community Center requested an increase for 2 programs for \$32,000.

DeMarb discussed Truax area and how East Madison Community Center has drastically reduced the needs in that area. She does not want to punish successful programs.

Lasky stated that Owl Creek has no services, kids would go home and fight with each other and the fights would then go to the schools. The principal came in to discuss with the committee a few years ago. Now that has subsided. We need to look for the biggest impact and where to make a difference.

Simms asked about a list of criteria and what the focus should be. Peters explained the goals and review criteria were the standards they should use.

Adams added that the neighborhood center study is not done yet. We do not know the end game.

Host addressed the staff recommendations. Staff suggested funding Neighborhood House Summer Camp at \$10,000 and cut Bridge Lake Point Los Ninos Primeros by \$5,000 and Vera Court Life as a Boy program by \$5,000. The committee can decide whether they would like to follow the recommendations or not.

The committee took a brief recess.

Peters discussed that they are currently \$14,000 over the 2013 budget numbers. We have ranking sheets and staff recommendations. We can either not fund

Neighborhood House or can remove funding from other programs in order to fund Neighborhood House.

**MOTION** by Lasky, seconded by DeMarb to not fund Neighborhood House Summer Camp Program.

Adams stated that the staff recommendation of \$10,000 was logical because it is an important program and the neighborhood center study is not done yet. Benzschawel stated that if we had the money we could fund Neighborhood House but we do not have the money.

Dittrich-Templin asked if staff had additional comments on Neighborhood House

Host explained that this is a way to get their foot in the door. DeMarb will vote to not fund or add to the B list Neighborhood House since it pulls participants from all over the city and does not create a "sense of place" like a neighborhood based program does.

Simms discussed in her notes their application referred to "achievement gap" under curriculum and academics were not clear.

**VOTE:** Motion passed by voice vote to not fund the Neighborhood House Summer Camp program.

They would like to encourage Neighborhood House to come back next year and be clear on what they have accomplished.

Peters asked if there were recommendations for the B List funding. The ECCEC needs to submit a flat budget and one at the 97% level. They could take 3% across the board or more from certain programs, but the amount needs to be \$12,197. Host added that restoring the 3% cut could be added on the B List. The ECCEC B List goes with all other B Lists to the Conference Committee for a final B List that comes from all committees' suggestions.

Simms asked if larger centers could have larger cuts and have it be potentially easier for those centers if they were not funded fully. DeMarb suggested a cut 3% from everyone, doesn't put anyone back. We should not penalize those with more funding. Simms explained she does not see it as penalizing but that these larger agencies can shoulder the cuts better.

**MOTION** by Lasky, seconded by Adams to fund 2013 slate for the 2014 flat funding of \$406,574. Motion passed by voice vote.

**MOTION** by Lasky, seconded by Kratowicz to do a 3% equal cut to everyone for the 97% budget scenario. Motion passed by voice vote.

The group discussed B List funding options.

**MOTION** by Adams, seconded by Benzschawel to replace the 3% cut and fund programs at the 2013 level as the first item on the B List. Motion passed by voice vote.

MOTION by Lasky, seconded by Kratowicz to fund Neighborhood House Summer Camp program at the \$14,000 level as 2nd item on the B List. Motion withdrawn.

DeMarb would like to review those serving more kids with increases, not COLA.

Adams referred to the results of the neighborhood center study. It is important to know who cares about the neighborhoods. In some places there is huge support and in other places it isn't there. The whole community should care and it is difficult to cut people and programs.

Peters discussed Bridge Lake Point Waunona and the importance of Owl Creek. How do we fund increases that were requested but not fund increases for COLA?

DeMarb acknowledged Owl Creek being in her district, they have nothing there. She would rather have something in their neighborhood.

Adams added that in San Francisco builders must pay 1% of the cost to build to a fund for children that pays for neighborhood centers and child care. Adams suggested that 5% of the budget could go towards COLA. Simms is concerned about Admin receiving COLA as well. It was clarified that Bridge Lakepoint Waunona did not ask for COLA.

Peters discussed \$6,500 would be the amount to increase COLA for the Children and Families program area. DeMarb clarified that it would need to go to the Conference Committee for final decision.

Peters stated they could list COLA increase or an increase for those programs serving more children on the B List. DeMarb mentioned methodology. COLA increases are important and if it is listed 2nd on the B List it would be seen as important.

Peters discussed how he came to \$6,500 COLA conclusion. 80% of program funding goes toward Personnel costs. 6% of that (COLA for 3 years) comes to \$6,500. Dittrich-Templin and DeMarb hope other committees will do the same.

MOTION by DeMarb, seconded by Adams to add 6.7% COLA (80% x \$406,574 x 6.7%) for Personnel as 2nd on the B List. Motion passed by voice vote.

Dittrich-Templin asked about living wage. Host clarified that all personnel in programs funded must receive \$12.45 (2014).

MOTION by Kratowicz, seconded DeMarb to urge City Council to review the ordinance for living wage with neighborhood centers. Motion passed.

MOTION by Lasky, seconded by Adams to fund Neighborhood House Summer Camp program at \$14,000 as 3rd on the B List. All yes with DeMarb as a no.



Motion passed by voice vote.

Adams stated that on July 24th the Conference Committee will review the B List and make the final B List for the entire division.

MOTION by Kratowicz, seconded by Benzschawel to fund Bridge Lakepoint Waunona Childrens Program at \$45,778 2014 requested level (increase of \$25,196) as 4th on the B List. Motion withdrawn.

MOTION by Kratowicz, seconded by DeMarb to fund A list at the 2014 requested level minus living wage adjustments as 4th item on the B List. Motion passed by voice vote.

MOTION by Benzschawel, seconded by DeMarb to forward all budget actions to the Conference Committee. Motion passed by voice vote.

2. [30521](#) Stabilization Grants

Attachments: [4C Data WI Shares Enrollment](#)

MOTION by Kratowicz, seconded by Adams to table agenda items 2, 4 and 5 to the next meeting. Motion passed by voice vote.

3. [30523](#) DCF Letter

Attachments: [DCF Letter](#)  
[DCF Letter FINAL](#)

Kratowicz pointed out that where it states WI shares the S should be capitalized.

MOTION by Dittrich-Templin, seconded by Benzschawel to accept the letter. Motion passed by voice vote.

4. [30524](#) Accreditation Updates

Attachments: [Race To Equity](#)

MOTION by Kratowicz, seconded by Adams to table agenda items 2, 4 and 5 to the next meeting. Motion passed by voice vote.

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

MOTION by Kratowicz, seconded by Adams to table agenda items 2, 4 and 5 to the next meeting. Motion passed by voice vote.

6. [29053](#) August Meeting/ECCEC Subcommittee

The group discussed cancelling the August 8th meeting. MOTION by DeMarb, seconded by Dittrich-Templin to not have an August meeting. Motion passed by voice vote.

9/12 ECCEC Subcommittee will consist of Dittrich-Templin, Kratowicz and Simms.

#### ADJOURNMENT

MOTION by Dittrich-Templin, seconded by Kratowicz to adjourn the meeting at 11:40 am. Motion passed by voice vote.