



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved EARLY CHILDHOOD CARE AND EDUCATION COMMITTEE

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Thursday, February 14, 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:** 6 - Linda E. Benzschawel; Muriel Simms; Anita Weier; Scott Peters; Patricia A. Lasky and Diane B. Adams

**Absent:** 1 - Michael B. Jacob

**Staff Present:** Monica Host, Varinia de Moral

Peters called the meeting to order at 8:07 am.

### APPROVAL OF MINUTES

Lasky would like the CSC Report section to be updated to state "it was a brief meeting" rather than "it was a brief".

**MOTION** by Lasky, seconded by Adams to approve the updated minutes.  
Motion passed by voice vote.

### PUBLIC COMMENT

Arturo Ambriz from the Los Niños program at Bridge Lakepoint Waunona Neighborhood Center thanked the group for their support. The program serves 3-5 year olds and their care takers. Program meets 3 hours a day for 3 days each week. They have exceeded their goals and there are now 13 families enrolled in the 4K program.

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

1. [29043](#) Update on ECCEC Membership  
Jennifer Dittrich-Templ  
Karalyn Kratowicz

Host stated that 2 new members Karalyn Kratowicz and Jen Dettrich-Templ

have been appointed by the mayor and will be finalized at the Council meeting on 3/6. Kara Kratowicz introduced herself to the group. She was a policy analyst for DCF and now is a Performance Analyst for the State of Wisconsin and reviews programs like Child Welfare, Kidstat, W2 programs in addition to others. She also worked in the Darbo neighborhood with the Salvation Army. The committee members provided brief introductions to Kara.

2. [29044](#)

Tuition Assistance  
2013 Income Guidelines  
2013 Stabilization Grants

Attachments: [2013 Income Eligibility](#)

Varinia del Moral discussed the 2013 tuition guidelines. These updated guidelines reflect the 2013 federal poverty guidelines. An increase in guidelines means a decrease in family co pays and an increased commitment from the Tuition Assistance program.

**MOTION** by Lasky, seconded by Weier to approve the 2013 income guidelines for the tuition assistance program. Motion passed by voice vote.

Adams stated it would be helpful to know how many people fall into each category of family size/income. Varinia explained that 60% of families would see a reduction in their co-pay and 40% wouldn't see a change because there is no co-pay.

Adams would like Council to know the numbers and inquired about how providers and families were informed of the new guidelines. Varinia explained that providers and families will receive letters with the new guidelines once they are approved by the Council.

**Stabilization Grants**

A handout was distributed regarding 2012 stabilization grants. Varinia discussed the \$40,000 allocated to centers that are non-profit, accredited, in the City of Madison and serve at least 20% publicly funded kids for the past 2 years. Grants are awarded on a 2 year cycle. 2013 is the second year of the cycle.

Adams is concerned about the uncollected debt that can lead to center closings. Adams asked if centers dismiss families that cannot pay. Host stated that the outstanding debt for certain programs such as Goodman's \$8,000 is not a huge part of their budget while other centers may have a smaller debt that is a larger part of the budget.

Host explained that the accreditation program works with centers that have up to 70% publicly funded families. These centers watch the budget, get co-pays and might receive Community Resources funding and stabilization grants. Centers work with families. Sometimes families do get let go. We do not require people to be served if they cannot pay.

3. [29050](#)

4C Rates and Wages Report - George Hagenauer

Attachments: [4C Rates & Wages 2012 Report](#)

George Hagenauer from Community Coordinated Child Care (4C) spoke to the group regarding 2012 child care rates and wages report. The City of Madison has a unique approach to child care. Since 1975 it has been a priority for children and viewed as an economic development need. Soglin is a supporter and has been from the beginning.

4C sends out a survey regarding reimbursement rates and asks questions about the centers. 4C then looks at rates to review the economic indicators. Rates have been frozen for the past 8 years. Consistent economic indicators can be used to assist in the creation of child care.

4K is school district based. WI Shares families with 4 year olds in subsidized child care outside the City are not getting into Madison 4K programs. For example if a family lives in Madison, but works and receives child care in Sun Prairie they cannot participate in the program. Host added that there have been some agreements made with Middleton and Madison regarding 4K serving those in that area. This could lead to more future agreements with other cities. George discussed Verona having an agreement within the immediate vicinity of Madison.

George described the importance of the economic development for non-profit boards, long range planning and what directions child care will take. The report looks at lead teachers and salary levels. How programs look at quality education and how they pay lead or assistant teachers plays a role in program quality and staff turnover.

On page 2 of the report George discussed the cost of retention. Centers submit a list of staff positions and salary. This year with 4 or 5 variables you can determine how long someone works there and is paid along with retention raises. Some are low and some are closer to the norm.

Simms is interested in performance, but there is no way to put that in the dataset.

George stated that well managed centers send in wage information while all centers send in rate data.

Simms also inquired about director salary vs. teacher salary. George answered that directors and managing staff do make more than teachers and often get far higher increases than staff percentage wise. Teach/Reward program provides benefits usually to a handful of staff at the top.

On page 6 the impact of ECE degree staff vs. non ECE degree staff is reviewed. There is not a huge jump in ECE teachers. There may be a decrease in salary levels with ECE staff and new people hired with ECE degrees. There is a demand for highly skilled people. There is more competition and the rates are needed to cover it.

Adams added that this rich database with info from year after year provides important data. Do we have as many non-profit vs. for-profit centers? The Governor is focused on business and jobs, but not these jobs. George agreed that it does need to be looked at on a state level as business.

On page 7 the Dane County Self Sufficiency Standards are addressed. The Wisconsin Women's Network looked at welfare reform and the cost of living looking at family types and economic costs vs. wages. The majority of the gaps are found in median or lower counties. The closer teacher's wages are to self sufficient wages the more stable the workforce is over the past 10 years.

Registry information is added for the first time (page 11). Adams asked how they got to 16 levels. George stated that many staff only go to the level required and then stop. Adams added that this serves the agency doing it rather than the field. It should be simplified.

George discussed weekly average rates. Accredited centers receive 5 stars in YoungStar and a 25% added WI Shares reimbursement. A current state savings of \$27 million in funds through the 5% reduction of WI Shares reimbursement of 2 star centers and the attendance based reimbursement policy has been predicted. Mayor may want to send a letter to the state regarding the impacts of these cuts. For a big fix the rates should be unfrozen and increase them. The minimum fix would be to fix the tired reimbursement rate.

Host reported that the Mayor and City Lobbyist are interested in the YoungStar system (5% decreases in YoungStar Star 2 level) and attendance based reimbursement.

Kara asked if the 25% increase could cause problems for providers. George stated there is a maximum reimbursement rate where centers can no longer receive money. And centers can only receive what they are charging.

There is a serious issue with WI Shares' numbers being low and cost of living variance. The eligibility scale in high cost counties is below sufficiency levels.

Host talked about the increased WI Shares reimbursement for accredited programs. Adams suggested that our Mayor works with the National Mayoral Council to create a network for Child Care advocacy.

George stated part time centers are stressed. There is a decreased enrollment in part time rate, small market shifts in hours covered in monthly rates.

Adams reflected that 30 people have been there 20 years or longer. That creates a good infrastructure for programs.

George suggested that in the next 2 weeks we write federal legislators that need to work out a deal to not cut early childhood and no sequestering. In looking at sequestration, George stated that the amount of federal funding loss could be around \$27 million in addition to the \$27 million already cut. Host mentioned E-commerce sales tax and the potential to generate \$23 billion with \$300 million going to WI.

Host added that centers use these reports and refer to them for program development. Adams would like to see a 20 year tracking of 5 centers to show the evolution and patterns that emerge.

4. [29051](#) Goal Setting for 2013  
Ordinance  
Results from agency survey for Community Resources funding process  
Calendar

**Attachments:** [ECCEC Survey Memo](#)  
[Funding Process Survey Results](#)  
[Blank Committee Member Survey 2013](#)  
[Ordinance Section 3 12\(10\)](#)  
[Ordinance Section 33 16\(7\)](#)

#### **Survey Results**

Peters discussed the goals of the committee. Host explained the Community Resource funding survey results. There was only 1 survey result from ECCEC members. Hickory Hurie provided his insights on the results. The comments in general are interesting. Nothing immediately stands out that needs to be addressed.

#### **Neighborhood Center Update**

Host updated the group on the neighborhood study progress. It should be done by next month. The neighborhood centers will go through a funding process this year. The Conference Committee currently reviews funding for center support. It consists of CSC and CDBG committee members. A Neighborhood Center Committee may be formed for future center funding decisions for center support and perhaps programming. CSC members, ECCEC members, CDBG members and staff could make up the committee.

#### **ECCEC Ordinance**

Peters discussed changes to the committee membership numbers and then revision of the ordinance. Host and Peters will work on updating the ordinance and bring the draft version of the revised ordinance to the April meeting. Peters encouraged the group to think broadly and philosophically.

Adams wondered where the Council stands and is concerned that changes in the ordinance could open committee and up to questions about tuition assistance and accreditation. Host replied that many tasks have been assumed by the administration side of the programs. The Mayor is very supportive of the program.

Kara inquired about the time line. Host answered that the Mayor wants it done. It will be completed this spring and introduced to Council.

In goal setting Peters would like to discuss what the committee could do including advocacy on a state level. The ordinance revision and goals for the committee are different things.

Adams had never seen the full ordinance until today. She is curious if prohibiting funding for religion based child care is referenced in the ordinance. Host explained that yes it was reaffirmed.

6. [29052](#) March 15 Child Care Forum  
What are the current challenges you face in providing quality early child care and education?

The Early Childhood Care and Education Forum will be March 14th. The issue addressed will be "What are the current challenges in providing quality early child care and education?" Potential discussion items include attendance based funding, 5% cut, pricing out of the market.

Kara asked if parents are invited to the forum. Host answered that providers will share the information with parents. Simms referenced curriculum, instruction and quality. Perhaps a MMSD rep could attend regarding 4K. Adams discussed the fact that health and nutrition often escapes schools.

Adams would like to require pre-registration. Can we set up questions that we ask each center such as how long they have been in business, how many children are served, what is the budget amount and the number of teachers? Staff will attempt to obtain this information.

Peters discussed the forum as a listening session. Would like to know what they have to say regarding funding, accreditation, etc. Simms would like to hear about challenges beyond funding and budgets. Host explained that potential challenges such as communication with parents and service to low-income families, etc. will be listed on the invitation. Simms was relieved it would be more structured.

Host asked if the group would like to see what was happening at accredited centers. They could take a tour and give them a better idea of what happens.

Adams would like a brief list of information for each center that will speak at the forum including date of last accreditation. Simms would like focused discussion. Adams added that it should be valuable to the providers as well. Lasky added a time limit for each center would be helpful. Becky will attend and take minutes.

Peters reminded the group the focus should be on what we can bring to Council. Group should focus on what we can do to remove the challenges.

Lasky stressed the importance of the economic impact of child care. It can lead people to work or not work based on availability and cost. Host added that studies have been done that show child care is as large as the dairy industry in Wisconsin.

Adams stated it is time the Governor support work with child care. The job training requirement for food stamps affects child care. Madison College helps get students jobs when they complete their programs, but some just take a few classes for certification and that skews the numbers and doesn't necessarily translate the reality of their employment. Benzschawel reiterated this sentiment.

Host stated that the ideas from the March forum will be brought to the April meeting.

5. [29084](#)

Accreditation Outside the City Limits

Host explained that about 5 years ago the committee took a stand that only centers inside the City of Madison were to receive accreditation services. Often residents find care outside of the city even though they may live in the city they work and receive child care outside the city. Country Creek in DeForest was opened by a previous director of Sunburst on Londonderry. The center was Madison accredited because the director expected that city clients would follow her to the new center. The center has served only one city tuition assistance child for 15 weeks. Since the center is outside the city and not serving city tuition assistance clients, they will no longer be accredited after 2013. Child care unit will help them with the transition through 2013.

The committee agreed but had further discussion. Benzschawel asked if they were nationally accredited. Host explained that no and that national accreditation was expensive. Lasky discussed the possibility of centers outside of Madison being charged for accreditation and suggested that a fee based system is something to think about if it's viable. Host will bring that information previously gathered to the April meeting.

Adams discussed being aware of systems that affect what we do such as Teach Scholarships and "Race to the Top" where millions of dollars are available. Lasky raised the idea of levels of accreditation. Host stated the child care specialists program have discussed levels of accreditation.

#### CSC Update

Lasky discussed the last CSC meeting that had 20 public comment speakers encouraging the purchase of property on Teresa Terrace for a neighborhood center. Youth Services of WI will be relocating where the old McDonalds was on E. Washington Ave. It will be an 8 bed emergency youth shelter. Salvation Army will move their E. Washington shelter to the Darbo location.

Next ECCEC meeting will be the March forum.

April meeting will consist of forum ideas, ordinance revision, fees for accreditation outside the city, neighborhood center study results, and if available more information on the Afterschool/Summer System being proposed by the mayor.

Lasky suggested documenting the children from 4K to school age. A continuum including infancy through 4K then through growth could show impact programs have in children as they grow. Tariq Saqqaf, the new Neighborhood Resource Team Coordinator, is looking at Minnesota programs in the education system. The plan is to tie those programs with our afterschool programs to reach the Mayor's goals.

7. [29053](#) August Meeting/ECCEC Subcommittee

The March 14th subcommittee will consist of Simms, Peters and Weier. Adams and Lasky have plans that conflict with the meeting. Adams invited the group to attend an art exhibit on display at the Promega beginning March 3/12.

#### ADJOURNMENT

**MOTION from Lasky, seconded by Simms to adjourn the meeting at 10:13 am.  
Motion passed by voice vote.**