



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft EARLY CHILDHOOD CARE AND EDUCATION BOARD

Wednesday, March 25, 2009

8:00 AM

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

CALL TO ORDER / ROLL CALL

Present: 7 -

Bev A. Willer; Joanna R. Parker; Michael B. Jacob; Patricia A. Lasky;
Diane B. Adams; Richard C. Schultz and Joanne E. Brown

Absent: 4 -

Brenda K. Konkell; Lynn E. Edlefson; Kathleen B. Raschke and Tracy K.
Kuczenski

Staff: Jolene Ibeling, Monica Host, Becky Schesny

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

APPROVAL OF MINUTES

Motion by Adams, seconded by Parker to approve the minutes from February
25. Motion passed by voice vote.

PUBLIC COMMENT

None.

DISCUSSION ITEMS

1. [14138](#) Early Childhood Care and Education: Economic Impacts in Dane County
Presentation & Discussion

The presentation was recorded and available on City Channel website.

PowerPoint Presentation by Professor Steven Deller (see handout)
Steven Deller is a Professor in the Department of Agricultural & Applied
Economics at
University of Wisconsin-Madison

Deller presented to the ECCEB findings of an analysis of the economic impact
of early childhood care and education in Dane County. Early childhood care
and education contributes to the economy in 3 ways:

1. An indirect service to businesses
2. A source of human capital development

3. An important source of employment and income in Dane County
Although the report briefly acknowledges the first two contributions, the focus of the study and presentation was on #3.

Brown inquired as to what other groups would be provided the report and presentation. Deller stated the report and presentation was provided to the City's Economic Development Commission in early March. The intent and goal of the group is to present the study to the Dane County Board, City Council and local Chambers of Commerce. Lasky suggested taking it to employers as well. Deller indicated he is in communication with Thrive and attempting to coordinate with their economic development efforts

Lasky inquired about the role of nannies on child care. Adams added that nationally nanny services lack of development as an industry. An organized center that extended its scope of services to nanny care could do well in Dane County.

There was discussion regarding the role of the private versus public sector in supporting early childhood education.

Adams suggested businesses consider the numerous tax write-offs that can be offered to corporations that support early care and education including sponsorship and co-pays.

Deller added that the City of Memphis uses a report card/checklist when a business is asking for City financial assistance to determine if business is providing a desirable service(s) and if they provide childcare to employees the business is more likely to receive City funds.

In San Francisco a certain percentage of square feet in a new development must be designated for child care space or a certain percentage of funds will be designated to pay for child care initiatives before a project will even be approved for TIF.

Hagenauer referenced the disappearance of childcare downtown, but an increase in condo developments. Younger people are picking up on this trend while older people are less concerned. This is another example of needing child care as an economic development focus.

Deller stated that early care and education must not be framed as or under the guise of "social service" but instead in terms of economic development.

2. [14139](#)

4-C Data Report Summary and Highlights

George Haggenuer from 4-C distributed handouts to the group. He emphasized three areas for discussion.

Due to the recession there was a small decrease in enrollment, but an increase in enrollment in accredited centers.

The Wisconsin shares portion of the market and overall numbers have increased. WI Shares enrollment in accredited care has increased in spite of the widening gap between the maximum reimbursement rate and rates charged

by Accredited programs.

Proposed cost containment measures have the potential result in additional losses between \$1,000 to \$1,100 for accredited centers. Hagenauer has suggested that reimbursement rates for accredited programs be increased to 20%. 4-C has access to Dane County Shares payment data for a period of only month and thus cannot do an accurate estimate of how much an increase would cost. A straight 10% increase based on the data Hagenauer has might be approximately \$876,000. However, the system pays based on the rates programs charge and due to the fact there are seasonal variations in enrollment that figure may be on the high side as all accredited programs may not get the full 10% increase in the maximum reimbursement rate.

4-C lost majority of wage data in the fire. From what was collected and analyzed, it would indicate there was a 5% increase in salaries.

3. [14140](#) State Budget/Wisconsin Shares Update

Ibeling explained that the JFC budget hearing is scheduled for this region on April 3, 2009 in Cambridge. There is a request for \$2.8 million over 2 years to establish QRIS programs. Also an increase in 4K start up funds of \$2 million over 2 years. Proposed cost saving measures for the Wisconsin Shares program include increasing family co-pays, attendance based policies, continue freeze on reimbursement rates (frozen from 2005), using child support to calculate eligibility and an electronic swipe card tracking system.

Staff stated they will be attending the JFC hearing. Adams will also be attending the hearing. Parker will be there representing MAAECA.

The group will report back on their testimony at the next ECCEB meeting.

4. [13782](#) 4K Update

There have been 3 4K community meetings with discussion of mission and vision statements. Kathy Hubbard of United Way is facilitating the community meetings.

The group is developing two implementation timelines 2009-10, 2010-11 and has expressed desire for the MMSD Board of Education to state that community based 4K would be implemented no later than 2010-11.

5. [13373](#) ECCEB recognition of retirement of ECE professionals

Adams recommended the Board recognize the longevity and achievement of those in the field and those retiring. A subcommittee on Recognition consisting of Adams and Schultz will be meeting to discuss further. They will report back their recommendations to the Board at the April meeting.

6. [12054](#) ECCEB Subcommittee

Subcommittee will consist of Lasky, Schultz, and Parker.

ADJOURNMENT

Upcoming meetings may be at different locations. More information will be provided.

Motion by Lasky, seconded by Adams, to adjourn. Motion passed by voice vote. Meeting adjourned at 10 am.