



# 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, December 12, 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:** 8 - Denise DeMarb; Linda E. Benzschawel; Scott Peters; Jennifer Templin;  
Patricia A. Lasky; Diane B. Adams; Karalyn A. Kratowicz and Muriel  
Simms

**Staff:** Monica Host

Peters called the meeting to order at 8:02 am.

### APPROVAL OF MINUTES

**MOTION BY ADAMS, SECONDED BY LASKY TO APPROVE THE NOVEMBER 14, 2013 MINUTES. ADAMS WOULD LIKE TO HAVE FUTURE MOTIONS IN ALL CAPS TO DISTINGUISH FROM DISCUSSIONS. Motion passed by voice vote.**

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

1. [32348](#) Reminder that all members of City of Madison committees, commissions, or boards must file a Statement of Interests form with the City Clerk's Office by January 7, 2014.

**Peters discussed the email sent from the City Clerk and reminded committee members to complete their online statement of interest forms. Dittrich-Templin did not recall receiving the email. Becky will send a reminder email out to the committee.**

3. [32514](#) 2014 Funding Process

Host reported that Jim O'Keefe is discussing a hybrid funding process for 2014 with the mayor. The proposed process will extend contracts for many of the agencies for one year. Services such as those supported with HUD funds and others that will mesh with the mayor's employment initiative will go through a funding process. Children and Families Program Area contracts will be extended for 1 year with the next funding process occurring in 2015.

The 2014 city budget includes \$200,000 for the Emerging Opportunity Program. The program will have 2 funding cycles in 2014. In addition, \$120,000 is in the budget for a funding process study. \$5,000 was allocated in 2013 to the Joiner group to do a preliminary study which determined a more in depth study was needed. Goals and priorities will be analyzed to see how they meet the city's needs and fit with those of Dane County and the United Way.

Adams suggested that employment should be considered as part of the Children and Families program area. There are trainings for staff included in this area. Host explained that Children & Families Program Area funds training for child care staff already employed. Adams discussed the high turnover rate in childcare. DeMarb asked why the turnover was so high. Host explained that wages are low, education standards high. Benzschawel added that many centers do not send staff home if kid numbers are down on a particular day. Dittrich-Templin stated licensing requirements dictate how many staff are needed based on number of children present.

DeMarb discussed past programs that offered financial help to companies to become better businesses. Adams stated that knowing the business is just as important as knowing how to care for children. It is important that centers retain new directors.

Peters discussed possible changes to the funding process could help to improve centers. Adams added that 4C developed successful child care program models that should be shared with other centers.

Lasky stated that perhaps the UW Business School would be interested in providing insight and guidance to centers. Host stated this fits with the Mayor's capacity building to become financially solvent and good business practices.

2. [31492](#)

Madison Out of School Time (MOST) Update - Jennifer Lord

Attachments: [MOST Brochure](#)

Jennifer Lord, Coordinator of the MOST program, introduced the initiative and distributed brochures. Jennifer explained that MOST is in the early stages. 100 cities in the US have city-wide OST systems in place. The next step is to map out the current resources available to find where gaps are located. Boston focused on middle school programs; New York did a neighborhood focus with recently challenged neighborhoods. The MOST Coalition and action team are working with a mission that includes a collective vision, information sharing and quality improvement.

Muriel Simms left the meeting.

Kratowicz asked which age group will be the focus of MOST. Lord explained that has not yet been determined. The asset map will help to show what programs are available and what programs may still be needed. Kratowicz asked about quality definition. Lord stated it will be defined collectively. Various professional development approaches will be considered. In New York free professional development is available for City funded programs. Chicago has a system where private free professional development is available to those who fund high quality programs.

Adams mentioned the importance of parent participation to help the learning continue. Lasky responded that part of after school is that parents are not available at that time. Lord added that parent and family engagement should be included and hope it will become interwoven. Pre-college programs do this well.

Lord discussed information sharing on a city-wide level. The digital badges, support systems and time to tally the data will help to provide real time data. The enrollment numbers and actual participation numbers often vary.

4. [32515](#)

Early Childhood Effort

Denise DeMarb discussed the resolution the committee approved at the last meeting. The rationale behind the resolution is the need for early care and education of young children to increase chances later in life. Well adjusted and educated children have an increased rate of employment and decreased rate of incarceration as they become adults. By stabilizing children and mothers this will help prevent future problems.

The effort would look at what children and families need including: employment, education, etc. When all the pieces are reviewed the gaps will become apparent. Who needs assistance and who can provide it will be addressed. There is a disparity of services available within different neighborhoods. DeMarb added that once specific children/areas are identified as needing services the information can be used to help work on prevention of problems which often receives less funding. DeMarb would like to focus on understanding gaps, need for services and quality improvements.

Kratowicz asked about the timeline for research. The state is doing an Early Childhood Longitudinal study to track children across agencies.

Adams suggested indicators of success should be used. Coordination of efforts and programs is needed to provide the best system. The neighborhood where children live is not necessarily where they receive child care. The school a child attends could be in yet another location.

Kratowicz asked what level of tracking would be used to identify children. Zip codes or census tracts would be considered. Adams stated that some people rent, have P.O. boxes, move frequently or are undocumented which can make identification difficult. DeMarb and Kratowicz will meet to further discuss the initiative.

Meetings with DCHS, MMSD and United Way are being held to explore these ideas, Early Childhood Initiative and the Early Childhood zones.

5. [32516](#) Accreditation/Child Care Assistance Update

**Attachments:** [Child Care Assistance Report Dec 2013](#)  
[Pre-K Education is a Long-term Winner.pdf](#)  
[Being Black Is Not a Risk Factor\\_0.pdf](#)

- Child Care Tuition Assistance Report. Period 12 shows a surplus of \$20,000. These funds will be allocated to centers receiving 2013 stabilization grants. (Most 2013 applications were only partially funded.) Adams asked for information regarding the participation of children in the program – how many of the 93 children served in December started in January? (138 were served throughout the year).
- 2014 Stabilization Grants. Applications for 2014 stabilization grants have been sent out and are due mid-January.
- YMCA. The Capital Times published an article on the quality of YMCA Child Care due to the number of licensing violations at the West Y Preschool Program. The reporter had not spoken to the West Y or to state licensing.
- 2 resources, "Pre-K Education is a Long-term Winner" and "Being Black is not a Risk Factor," were distributed.

6. [31494](#) CSC Report

Lasky briefly discussed the latest topics at CSC including the Race to Equity report and Joiner Report. The Mayor's employment efforts were mentioned. DeMarb discussed the new language in the CDD Conference Committee ordinance that allows for the committee to meet twice a year for EOP funding and other allocations that come up. The Conference Committee consists of members of CSC, CDBG Committee, ECCEC and COA.

7. [31496](#) ECCEC Subcommittee

The subcommittee for January 9, 2014 will be Kratowicz, Dittrich-Templin and Peters.

## ADJOURNMENT

MOTION BY LASKY, SECONDED BY KRATOWICZ TO ADJOURN THE MEETING AT 9:42 AM. Motion passed by voice vote.