



City of Madison

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

Thursday, November 10, 2016

8:00 AM

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

CALL TO ORDER / ROLL CALL

Present: 6 - Denise DeMarb; LeAndrea M. Vernon; Jennifer Templin; Kate Toews; Diane B. Adams and Nancy K. Brien

Absent: 2 - Linda E. Benzschawel and Muriel Simms

Others present: Coral Manning, Connie Williams, Rommel Tijerino

Templin called the meeting to order at 8:14 am.

APPROVAL OF MINUTES

MOTION BY VERNON, SECONDED BY DEMARB TO APPROVE 9/8/16 MINUTES.
Motion passed by voice vote.

PUBLIC COMMENT

George Hagenauer from 4C shared information on the effects of poverty on the child care community. High quality child care is more expensive and it increases the rates for families. Families with higher income streams have more choices, can afford quality care and can pay a deposit to reserve a slot for their child. The average family living at 100% of the federal poverty level in Dane County earns about \$500 less than they need to cover monthly child care costs along with household expenses. One solution may be adding a tiered funding system for WI Shares families which adjusts funding limits based on actual child care rates in specific smaller geographical locations (for example, by zip code) rather than by county. This would allow families in areas with higher child care rates to better afford care. There is also a staffing shortage that can prevent centers from serving more families. The current state of child care may need to become an economic development initiative that leads to a public and private agency collaborative to address these challenges.

[45629](#)

Public Comment Attachments

Attachments: [Cliff Effect Summary](#)
[How Cost of Living Impacts Poverty in Dane County](#)

DISCLOSURES AND RECUSALS

Templin disclosed she has children attending Satellite Family Child Care and Toews disclosed she has children attending centers accredited by the City of Madison.

NEW BUSINESS

1. [45023](#) Committee Membership Update
Introduction to new member: Kate Toews
Reappointment discussion

Kate Toews (pronounced "Taves") introduced herself to the group. She has 3 children, has seen many models of child care and has a business background. She is currently the CEO of a start up.

Muriel Simms, Diane Adams and LèAndrea Vernon have terms that ended on 9/30/16 which were extended to 12/31/16 pending members desire to be reaffirmed. Adams and Vernon stated at the meeting they would like to reaffirm their membership. Simms was not present but will be contacted and her information will be forwarded to the Mayor's Office to send to Council for confirmation.

2. [45039](#) Animal Crackers Report
Christie Howell-Yrios

Christie Howell-Yrios the Director of Animal Crackers was present to discuss her center's ability to serve low income families and still thrive. Howell-Yrios credits their strength based approach, family centered environment focused on trust, honor and respect, City funding, hard work, planning by staff, and collaboration to ensure the center stays within the budget.

Currently 16% of children attending the center are homeless. This is much higher than normal a typical enrollment for Christie. Trauma informed care also plays a role in helping children and families. The majority of families served by the center live in the area which includes Greentree, Park Edge and Hammersly neighborhoods.

Animal Crackers collaborates with many local agencies. Howell-Yrios also advocates for increased spots for low-income children in City Accredited centers. An assistant director was hired this year which allows Howell-Yrios more time for collaboration, advocacy and budget projections. She carefully monitors the budget as it fluctuates and adjusts accordingly. The budget is a moving target as co-pays, attendance and cost of goods continually changes. She also works with families on how to stay on budget.

Howell-Yrios addressed the staffing crisis which causes centers to have vacancies that can't be filled do to lack of staff.

3. [45024](#) Child Care Assistance Report

Attachments: [Child Care Assistance Report](#)

Coral Manning discussed the monthly child care assistance report that is given to the committee. In the future, this report will be done on a quarterly basis. Information will be shared with committee members each month but a formal report and discussion will be done the month following the end of each quarter.

The Child Care Assistance Program currently has a \$30,000 projected budget

surplus. Staff would like to use this to provide stabilization funds to centers that applied for funds earlier in the year but did not receive the total amount requested. The updated stabilization grant amounts would not provide more funding to centers than they originally applied for. This surplus occurred as the previous Child Care Assistance Coordinator left and internal staff were working to maintain program payments and enrollment. A new coordinator was hired and the program has beenis being brought up to date which is why the surplus is being addressed now. The current coordinator will be monitoring the budget monthly to track possible surplus/deficits based on client enrollment and projections. The committee agreed with the to use of the \$30,000 surplus for stabilization grants for centers that previously applied.

4. [45025](#)

Child Care Unit Reports
Coral Manning, New Child Care Coordinator
Division Relocation Update

Coral Manning introduced herself as the new Child Care Program Coordinator. She previously worked at the Department of Children and Families on YoungStar quality ratings, Teach and Reward and Race to the Top. She also worked for Governor Doyle as a Policy Advisor on Health and Family. The Child Care Unit and Community Development Division will be moving to the new location at 30 W. Mifflin St on Friday, November 18th. The offices will be closed that day and will reopen at the new location on Monday, November 21st. The email, phone and fax will remain the same. The December ECCEC meeting will be across the street in the City County Building at 210 Martin Luther King Jr. Blvd. in room 103A.

5. [45026](#)

2017 Budget

Jim O'Keefe provided an update on the 2017 budget. The budget submitted and accepted by the mayor will continue funding at the 2016 level. There is a proposed increase for child care stabilization funds from \$40,000 to \$100,000. The Northside Early Childhood Zone, initiatives to prevent violence in 2017 and Emerging Neighborhood Funds will be included in the Council's budget discussion.

6. [45027](#)

Discussion of potential forum topics for 2017

Templin discussed the annual forum where directors attend the meeting to discuss needs or challenges for child care centers. Ideas include informing the committee of issues the city is not currently aware of, looking for list of large employers that do not provide child care and have employees that use subsidy programs and if more funding becomes available what would change for centers?

DeMarb would like a plan for 2017 and the direction the committee will take. A review of the ordinance could help direct the discussion.

7. [45028](#)

Announcements
Jane Belmore presentation on December 10th
Binder/Resources/Orientation

Templin discussed Jane Belmore from the Rennebohm Foundation will attend the December meeting.

Members were asked to review their ECCEC orientation binders. The binders have been updated over the years and depending on when a member joined the committee there may be updated information available. Staff will work to provide updated information. Members suggested documents should be available electronically on the Community Development website for easier access.

8. [45029](#) CSC Report

No report.

ADJOURNMENT

MOTION BY ADAMS, SECONDED BY VERNON TO ADJOURN THE MEETING AT 10:15 AM. Motion passed by voice vote.