



**COMMUNITIES FOR KIDS  
STEERING COMMITTEE MEETING  
TUESDAY, SEPTEMBER 27, 2011  
MINUTES**

**Present:** Jim Insley, Maureen Potter, Christine Davidson, Corinne Valleau, Christine Schwarz, Jen Anderson, Tanya Behardien, James MacNamara, Judy Sentes, Tracy St. Claire, Lynn Cook  
**Regrets:** Susi Wilkinson, Lois Hutcheson  
**Guest:** Dawn Renaud

Christine Davidson called the meeting to order at 12:10 pm.

**1. Introduction of Guest**

Dawn Renaud will be attending the Steering Committee meetings as the Literacy Outreach Coordinator for Literacy Now, as Naomi Ludington has taken a temporary leave of absence for a teaching contract.

**2. Additions to the Agenda**

- 4g Community Tables
- 5b Whole Foods Market Event

**3. Minutes of the Previous Meeting**

**MOTION: J. Sentes/J. Anderson**

That the minutes of August 23, 2011 be accepted as distributed. CARRIED

**4. CFK Business/Operations**

**a) Implementation Manager Update**

Christine Davidson reported that the contract for the CFK Implementation Manager was awarded to the Penticton and District Community Resources Society (PDCRS). The terms of the agreement have been agreed upon and the paperwork is forthcoming. The Implementation Manager will be responsible to the Steering Committee with support from PDCRS. The job has been posted with an October 7 deadline. Steering Committee members who are interested in participating in the selection process once the short list has been determined can contact Tanya Behardien. Discussion ensued regarding issues of conflict of interest for PDCRS, accountability and supervision. Tanya Behardien of PDCRS has had experience with a similar agreement with Kamloops Children First. The contract relationship between Interior Health and PDCRS regarding Children First funding, as well as having CFK staff contracted to both Interior Health and PDCRS was also discussed. James MacNamara will review the Interior Health/MCFD contract for deliverables and evaluation.

**b) Terms of Reference**

A revised draft resulting from input from the previous Steering Committee meeting has been distributed. Further details will be developed by the new Implementation Manager in conjunction with the Executive Committee, and presented to the Steering Committee for final approval.

**VISION**

Every Child  
Thrives

**MISSION**

To engage families  
and communities  
in children's  
healthy early  
development

**GOALS**

Increase  
awareness of early  
childhood  
development

Facilitate the  
development of a  
comprehensive  
system of early  
childhood  
development  
services

Enhance family  
connections

**c) Steering Committee Chair Selection**

Tanya Behardien has completed her two-year term as Chair. Christine Davidson has one year remaining in her term. Christine Davidson nominated Jen Anderson as Co-Chair. Corinne Valleau seconded the nomination. Jen Anderson accepted the nomination. Further nominations from the floor were called three times. There being no further nominations, Jen Anderson was elected Co-Chair for a period of two years by acclamation.

**d) Executive Committee Selection**

The Executive Committee shall consist of Christine Davidson, Jen Anderson, James MacNamara, Susi Wilkinson and Tracy St. Claire.

**e) Steering Committee Membership**

Tanya Behardien has contacted Peggy Jo, the Executive Director of the Ooknakane Friendship Centre.

**f) Financial Report**

**MOTION: C. Valleau/M. Potter**

That the CFK Expense Summary to August 31, 2011 be accepted with the following correction: Amend the balance to zero for Unspent SB6 10/11 Marketing and Aboriginal Funds.

CARRIED

**g) Community Tables**

It appears in most cases that Community Tables are awaiting the appointment of a new Implementation Manager before holding regular meetings. Criteria and process for Community Table capacity funding will be determined by the new Implementation Manager. Lynn Cook will forward copies of the Steering Committee minutes to the Tables.

**5. Increase Awareness of Early Childhood Development**

**a) Marketing Strategy/Website Redesign Update**

The Subcommittee is satisfied with the proposed design and progress of the revised website by Cutting Edge Concepts. Cutting Edge will be given approval to purchase stock photos providing a more multi-cultural selection can be made. The Subcommittee is not satisfied with the marketing plan provided by Karran Finlay Marketing, despite providing significant time and input regarding expectations. An outstanding invoice will bring the cost to date to 78% of the \$5,000 marketing plan contract. Lynn Cook will determine if Cutting Edge requires any further input from Karran Finlay regarding the content of the website. Based on that response, it was decided that the outstanding invoice be paid to Karran Finlay Marketing and that Tracy St. Claire informs Karran of the Committee's intent to incur no further costs for this project. As the agreement for both the website re-design and marketing plan is with Cutting Edge Concepts, Tracy will determine the impact of that decision.

**b) Whole Foods Market Event**

CFK will promote this healthy eating seminar through its contacts.

**6. Facilitate the Development of a Comprehensive System of Early Development Services**

The joint referral pilot project is proceeding successfully with a great spirit of cooperation. Princeton has shown an interest in participating. Doctors' concern about the family signature regarding release of information is being investigated.

**7. Enhance Family Connections**

**a) 7<sup>th</sup> Annual Parenting Conference**

Brochures and posters have been distributed. A sample of the participants' bags was presented. Anyone with items for the 100 participants' bags can contact Corinne Valteau. Jen Anderson has water bottles to donate. A revised CFK brochure to be included in the bags was reviewed and further revised. Photocopying of the brochure will be coordinated through PDCRS.

**8. Regional/Provincial/Local Linkages**

**a) SB6**

SB6 funding has been allocated to Attachment Training and a Mother Goose program in Oliver. Approximately \$20,000 is still available. Another call for proposals will be issued soon. Tracy St. Claire met with Dawn Renaud and Naomi Ludington to discuss community organizations offering early childhood reading programs in a consistent manner.

**b) Hub in School District 53**

The Principal at Oliver Elementary is on side. Jim Insley and Christine Schwarz will meet to discuss a plan.

**c) Member News and Updates That Support the 0 to 6 Population**

**Jim Insley**

- With incredible coordination and cooperation, all students are back in class after fire destroyed much of the South Okanagan Senior Secondary school
- A second enhancement agreement with the Aboriginal community has been signed

**Christine Davidson**

- A brochure fair will take place in the spring

**Tanya Behardien**

- The attachment training with Diane Benoit went well. Six people have been identified for further training.

**9. New Business**

No new business

**10. Correspondence**

a) Email from Naomi Ludington informing of her temporary leave of absence for a teaching position. Accepted

b) Email from Susi Wilkinson with regrets for the meeting and her willingness to continue as an Executive Committee member. Accepted

**11. Next Meeting**

October 25 beginning at 12:00 at the Penticton Chamber of Commerce

**12. Adjournment**

The meeting was adjourned at 2:21 pm.