

Location of Meeting: Shasta College Community Leadership Center, 1401 California Street, Redding, CA 96001

Topic: First 5 Shasta Annual Commission Planning Day Meeting

Time: February 23, 2026, 9:00 AM Pacific Time

1. Call to Order

The meeting was called to order at 9:04 a.m. by Cindy Bishop, Chair.

Commission

Joe Ayer
Cindy Bishop
Brian Cole
Jame Mu (10:00 a.m.)
Kevin O’Rorke
Matt Plummer
Tara Shanahan
Chere Sullivan (1:00 p.m.)

Staff

Wendy Dickens
Elizabeth Poole
Nicole Brainerd
Amber Condrey
Tia Diaz
Tristen Grantham
Megan Johnson
Jackie Scott

Public

2. Public Comment Period

There was no public comment

3. First 5 Shasta Financial Report FY 2025–26 (July–January) Budget to Actuals Action Item
Motion to approve budget to actuals

Motion/Seconded:

Ayes: Ayer, Bishop, Cole, O’Rorke, Plummer, Shanahan

Nays: None

Motion: Approved

4. Governance and Training

Dickens spoke to the group about how the day is dedicated to giving the Commissioners an opportunity to provide input and discuss First 5 Shasta programs and activities. She also noted that there is an opportunity for the Commission to request additional support through governance training. Dickens further highlighted that local needs assessments identified focused data that First 5 Shasta (F5S) intends to support.

5. Staff and Commission Discussion/Interactive Activity Session 1

Focus Area: Thriving Families – All families have the knowledge, confidence and resources to nurture their children’s growth and development. Priority strategies include:

- Safety and basic needs for families: food, housing, transportation.
- Family resilience and parent education – support access to evidence-based parenting, peer support, and trauma-informed approaches that promote parent confidence and positive parent-child relationships.
- Community connection and belonging – social connection and community-based supports to reduce isolations.

Feedback from the Commissioners: Shanahan noted wanting to see helpful resources around co-sleeping. O’Rorke liked the idea of supporting other agencies that provide services. Joe feels the community doesn’t get what they need from referrals, there is a need for better referral systems. Mu talked about religion playing a role in community well-being. Bishop talked about access to new



parents to have resources around basic safety. Plummer talked about micro-grants for neighborhoods to have a potluck to facility belonging within communities.

Staff met with the Commissioners in groups to discuss the three Focus Areas for the new Strategic Plan. The following are highlights from each group discussion:

Thriving Families:

- Ensured 2-1-1 stays fully collaborative and up to date on all safety information, rather than relying solely on resource packets.
- Emphasized Positive Childhood Experiences (PCEs) as a key focus to raise awareness and address Adverse Childhood Experiences (ACEs). Plummer suggested exploring partnerships with youth sports programs (e.g., soccer and t-ball) to provide coaches with simplified training or a weekly curriculum, noting that coaches and teachers are often remembered as positive influences for children navigating ACEs.
- Discussed safe sleep education.
- Explored developing targeted social media messaging campaigns throughout the year on a few focused topics (such as safe sleep and cannabis use), with ideas to feature one key speaking point per topic and promote reducing screen time / removing devices.

Maternal, Child and Family Health:

- Ayer asked whether there is enough data in the dental and medical areas, specifically questioning if the issues stem from a lack of providers or from families not accessing care.
- Dental Health: Coverage does not equal access, as specialized dental care often requires travel. While practitioners exist, barriers around coverage and cost remain. The group stressed the importance of parent education on why baby teeth matter and the need for regular dental visits. Suggestions included gathering more data on dental health outcomes in the coming year, partnering with SCOE or Head Start for earlier dental examinations and parent education, and launching an oral health campaign for families. Ideas for outreach included a mobile dental van at major community events (e.g., the fair, Champions for Children, health expo), potentially offering a free child fair pass with a dental screening. The discussion also weighed whether severe tooth decay outcomes warrant focus, noting access challenges but limited direct influence by F5S; preference was expressed for prioritizing substance use instead, pending better data.
- Medical: Challenges include long waitlists and difficulty finding primary care providers. Additional concern was raised around cannabis use during pregnancy, particularly misinformation stemming from the perception of cannabis as a “natural” substance.

Early Learning:

- Commissioners found the lower-income word gap data eye-opening and concerning, expressing hope that DPIL can help address it. Suggestions included promoting “Talk, Read, Sing” and providing parents with simple pointers, such as talking in the car or narrating daily activities to build early literacy.
- The group requested early childhood statistics compiled in one place, including numbers of children in daycare, preschool, TK, and kindergarten, along with waiting list data.
- DPIL: Discussion covered program numbers, fundraising efforts, and the process of changing the 501c3 on record from the Library Foundation to First 5 Shasta (F5S) due to conflicts.

6. Adjournment to Closed Session

Adjournment to Closed Session during this meeting to consider and/or take action upon the following items:

- a. Public Employee Performance Evaluation (G.C. 54957)
 - i. Title: Executive Director

The commission went into closed session at 12:28 p.m.

7. Staff and Commission Discussion/Interactive Activity Session 2

Staff met with Commissioners in small groups to discuss current work being accomplished in staff roles and forward focuses for the new strategic plan. Dickens asked the group to reflect on the activity and identify priorities for the coming year. O’Rorke expressed appreciation for the competitive grants and supported requiring grantees to report on their progress, noting that funding is limited. Ayer appreciated the thoughtfulness demonstrated by staff in their work.

8. Strategic Plan Review and Discussion

Dickens inquired about priorities for the Maternal, Child, and Family Health Focus Area of the Strategic Plan. Bishop suggested partnering on dental screenings at major community events such as the fair, Champions for Children, or the Redding Health Expo, with an emphasis on improving children’s dental health support.

Dickens then asked about priorities for the Thriving Families Focus Area. The group discussed collaborating with 2-1-1 to ensure up-to-date safety resource information. Plummer highlighted Positive Childhood Experiences (PCEs) as a potential solution to Adverse Childhood Experiences (ACEs). Shanahan added the importance of safe sleep education. Plummer also proposed running a few consistent messaging campaigns throughout the year.

Finally, Dickens asked for priorities under the Early Learning Focus Area. Plummer emphasized the need for comprehensive local data on early care and education, including the number of children in care, types of care, and waiting list numbers.

9. First 5 Shasta Funding Plan 26-27

Action Item

Plummer asked about seeing a projection that shows the balance to break even and have some scenario planning.

Motion to approve funding plan with plan the amendment to have a long-range financial plan with breaking even.

Motion/Seconded: Ayer/O’Rorke

Ayes: Ayer, Bishop, Cole, O’Rorke, Plummer, Shanahan, Sullivan

Nays: None

Motion: Approved

10. Next Steps and Final Reflections

The meeting was adjourned at 4:02 p.m.

Submitted by,

Tristen Grantham
Administrative Coordinator

