

**PINELLAS COUNTY LICENSE BOARD FOR CHILDREN'S CENTERS  
AND FAMILY DAY CARE HOMES**

**Approved Minutes for the Regular Board Meeting  
September 22, 2014 at 1:30 p.m.**

Our mission is to protect and promote the health, safety and mental development of children cared for in children's centers and family child care homes in Pinellas County.

The Regular Board Meeting of the Pinellas County License Board for Children's Centers and Family Day Care Homes was scheduled and properly noticed for Monday September 22, 2014 at 8751 Ulmerton Road, Largo, FL, to begin at 6:30 p.m.

**Board Members Present:** Dr. Judith Vitucci, Chair, Susan Weber, Secretary, Commissioner Norm Roche, Angela Rouson and Francine Williams, Lourdes Benedict, Sandra Downes

**Board Members Absent:** None

**Advisory Members Present:** Lynn Bittner, DaVee Henderlong, Elizabeth Krakowski, Ann Hofmeister and Amanda Neuner

**Advisory Members Absent:** Nina Meyers

**Ex Officio Present:** Charles Minor

**Attorney Present:** Colleen Flynn, Esq.

**Staff Members Present:** Patsy Buker, Executive Director; Jorie Massarsky, Supervisor, Children's Centers; Kathleen Lombardo, Administrative Secretary and Priscilla Brown-Ireson, Senior Clerk for Child Care Licensing Family Child Care Homes.

**I. CALL TO ORDER:** Judi Vitucci, Chair, called the Pinellas County License Board meeting to order at 6:42 p.m.

**A. Welcome and Announcements**

Patsy Buker announced Kathy Lombardo in new position of Administrative Secretary and Priscilla Brown-Ireson as new Senior Clerk for Child Care Licensing Family Child Care Homes. Patsy introduced Pervinder Birk from the Florida Department of Health Administrative Services Division. Dr. Judy Vitucci will be resigning as Chair person for the Pinellas County License Board. She has retired from Healthy Start Coalition this year and will be doing a lot of traveling. Commissioner Roche announced that this would be the last meeting he would be attending

## **B. Approval of the Agenda**

### **Motion:**

Angela Rouson made a motion to approve the agenda Lourdes Benedict seconded the motion and it passed unanimously.

## **II. CONSENT AGENDA**

### **A. Approval of Minutes from June meeting**

### **Motion:**

Francine Williams made a motion to approve the minutes from the June 11th meeting, Commissioner Roche seconded the motion and it passed unanimously.

## **III. ACTION ITEMS**

### **A. Approve licenses for 3 new Children's Centers**

### **Motion:**

Lourdes Benedict made a motion to approve the 3 new Children's Centers, Norm Roche seconded the motion, and it passed unanimously.

### **B. Approve licenses for 3 new Family Child Care Homes**

### **Motion:**

Commissioner Roche made a motion to approve the 3 new Family Child Care Homes and Angela Rouson second the motion, and it passed unanimously.

### **C. Approve license for 1 new large family child care home.**

Lourdes Benedict made a motion to approve the 1 new Large Family Child Care Homes, Angela Rouson second the motion, and it passed unanimously.

Discussion: Commissioner Roche wanted to know if there is a particular reason layout charts (more information) for Centers & Child Care homes were so different. Jorie Massarsky clarified that for Centers there is actual ownership, usually a corporation, with Centers.

### **D. Approve FY 2014-15 Budget**

Pervinder Birk introduced and explained the budget. She stated that there were some minor changes from last year's budget which she went over to explain to the board. Pervinder answered Ann Hofmeister's question regarding wage increases by stating that there were no plans in budget for wage increases.

Discussion: Commissioner Roche asked for further clarification on the percentage difference. Ann Hofmeister asked if the budget was building in increases for employee wages

**Motion:**

Francine Williams made a motion to approve the budget, Commissioner Roche seconded the motion and it passed unanimously.

E. Approval of proposed meeting schedule for 2015.

Patsy Buker presented the meeting schedule for 2015 and explained the reason why the dates were chosen. The months for next year's schedule would be the lowest number of renewals for particular months and makes it easier to collect needed information for the board meetings.

Discussion: How do you come up with dates and times? Lourdes Benedict stated that it needs to be a consistent day. Lynn Gibson made a public comment regarding a problem on the website with the day listed on as being Wednesday September 22 instead of Monday September 22. Ms. Gibson also discussed Craigslist and unregulated care. Patsy Buker apologized for any inconvenience the listing of incorrect day on the website may have caused anyone.

**Motion:**

Angela Rouson made a motion to accept the proposed meeting schedule, Lourdes Benedict seconded the motion and it passed unanimously.

F. Approve selection of auditor.

Pervinder Birk led the discussion on the engagement letter from Thomas, Howell, Ferguson, PA. Lourdes Benedict inquired about needing to go through contracted auditors approved by the State of Florida vendors. Pervinder stated that we actually had but that the small auditors did not respond to our inquiry for services. The above mentioned company was the only response we actually received for this year's budget.

**Motion:**

Angela Rouson made a motion to accept the engagement letter from Thomas, Howell, Ferguson, PA, Francine Williams seconded the motion and it passed unanimously.

G. Strategic Planning. Dr. Barbara Morrison Rodriguez led a discussion on the strategic planning process. Questions asked of the board were, "How was the board put together and are there any term limits?"

## **PINELLAS COUNTY LICENSE BOARD STRATEGIC PLAN FOR 2014-2017**

### **Vision Statement**

*Every child has access to quality child care and education in an environment that is safe and nurtures their maximum development.*

### **Mission Statement**

*To protect and promote the health, safety, and mental development of children cared for in children's centers and family child care homes in Pinellas County.*

### **Organizational Background and Governance Structure**

The Pinellas County License Board (PCLB) was established in the early 1950's through the efforts of local citizens who recognized the need for quality child care as more parents began working outside of the home. There were no official standards for caring for children and no license or permit was required at that time. Out of concern for children and because of efforts by leaders of the Pinellas County Juvenile Welfare Board, the Florida Legislature approved the Pinellas License Board Act in 1951, which created a three member Board that had the power to issue permits for providing child care and to investigate complaints of substandard child care.

Membership on the early Board was comprised of the Superintendent of Schools, the Director of the Pinellas County Health Department, and the Director of the Pinellas County Juvenile Welfare Board. Over the years, the PCLB has grown to having a staff of seventeen professionals, who are employed at the Child Care Licensing Program, which is a program within the Florida Department of Health in Pinellas County. The PCLB continues to promulgate rules and set policy for child care licensing in Pinellas that either equals or exceeds all State requirements.

The Board continues to have specific designation for membership: Pinellas County Commissioner; Pinellas County Schools Administrator; representative from the Florida Department of Children and Families; representative from the Juvenile Welfare Board of Pinellas, a County Health Officer, an ex-officio member of the Florida Department of Health in Pinellas County; and two members in good standing from Pinellas County preschool associations. The Board also has an Advisory Committee consisting of experts in the field of early learning and child care providers.

### **Regulatory Oversight**

The statutory reference for the PCLB is Chapter 61-2681, amended by Chapters 70-893 and 2007-277. The PCLB has approved various regulations over the years to help ensure that every child in day care in Pinellas is safely cared for and that they have maximum ability to reach their own full potential. The State of Florida's Department of

Children and Families has adopted several of the Pinellas County standards and included them in State Regulations over the years as they represented best practices and ensured child safety and well-being. Pinellas is one of only five counties that regulate child care on a local basis, [in addition to state regulations](#).

**Laws/Regulations governing child care licensing in Pinellas County:**

Florida Statute 402.26-319 addresses child care in homes and centers.

Florida Administrative Codes Chapter 65C-22 addresses child care in centers.

Florida Administrative Codes Chapter 65C-20 addresses child care in homes.

Special Act for Pinellas County Chapter 61-2681, amended by Chapters 70-893 and 2007-277, Laws of Florida which established and governs the Pinellas County License Board (an independent special district)

Licensing Regulations Governing Pinellas County Children's Centers

Licensing Regulations Governing Pinellas County Family Child Care Homes and Large Child Care Homes

**Planning Assumptions and Theory of Change**

**Providers**

- Meeting licensing standards results in quality child care and the protection of children's health, safety and physical, mental and social development.
- Monitoring and enforcement ensure high quality child care.
- Enforcement includes intervention services when indicated that improve the level of compliance.
- Training and technical assistance lead to more knowledgeable providers who are able to better implement child care best practices.
- Publicizing training increases providers' awareness of and participation in training opportunities.
- Environmental Health inspections lead to child care being provided in a safe and healthy environment.
- Working collaboratively with providers in an environment of trust and mutual respect enhances the compliance and quality assurance process.

**Families**

- Providing information to families increases their ability to make wise child care choices.
- Using all available avenues of communication to inform families of child care regulations, observable quality indicators, and avenues for addressing quality of care issues and concerns.

Community and Organizational Partner Engagement

- Staff involvement in community committees increases awareness of other agencies and services that can be leveraged to enhance quality of child care.

**Mission-Related SWOT Analysis**

STRENGTHS ( Internal)	WEAKNESSES (Internal)
<p><b>This needs development and discussion.</b>  <i>Strong leadership and staff expertise</i>  <i>A culture of listening to provider concerns that promotes mutual trust</i></p>	<p><b>This needs development and discussion.</b>            Budget constraints??            Provider perception of inconsistent regulatory decisions</p>
OPPORTUNITIES (External)	THREATS ( External)
<p>* Rapid advances in technology to enhance communication and increase efficiencies</p> <p>*Changing strategic direction and decision of Florida Legislature and regulatory authorities.</p> <p>*Juvenile Welfare Board (JWB) movement away from child care slot funding to quality initiatives in high risk zip codes may <b>create new markets</b> for some providers</p> <p>*Pinellas County Schools investing in school-based onsite child care alternatives.</p> <p><i>Strategies to increase standardization of regulatory decisions</i></p>	<p>*Impending retirements of management leadership, key staff and/or Board leadership</p> <p>*Changing strategic direction and decisions of Florida Legislature and regulatory authorities.</p> <p>*Juvenile Welfare Board (JWB) movement away from child care slot funding to quality initiatives in high risk zip codes may <b>negatively</b> impact some providers</p> <p>*Pinellas County Schools investing in school-based onsite child care alternatives.</p> <p>*Early child care providers are losing business to public Early Head Start Programs</p>

**Strategic Goals for 2014-2017** Great goals

**Goal 1:** Ensuring high quality child care by monitoring provider compliance with quality standards and related regulations.

**Goal 2:** Promote professional development of child care providers.

**Goal 3:** Support the family's ability to adequately select high quality and affordable child care.

**Goal 4:** Ensure that the Pinellas County Licensing Board has the organizational infrastructure, governance, and resource base to adequately fulfill its mission and mandate.

**Measurable Outcomes and Strategic Action Plans for Each Goal**

**Goal 1:** Ensuring high quality child care by monitoring provider compliance with quality standards and related regulations.

Strategic Outcome	Measurable Evidence of Success	Required Action Steps and Lead Persons Assigned
1.1 Ensure provider compliance with regulations.  1.2 Ensure health, safety and instructional quality of child care centers and homes.	> Each year 100% of provider licenses are renewed on time.  > Each year annual inspections are completed within 45 days of initiation.	* Conduct annual inspections and quality monitoring according to schedule <b>Lead person(s) named here</b>
<b>Organizational Partners</b>	<b>Resources Required</b>	<b>Progress Reporting Schedule</b>
DCF		Quarterly report and/or annual summary

**Goal 2:** Promote professional development of child care providers.

Strategic Outcome	Measurable Evidence of Success	Required Action Steps and Lead Persons Assigned
2.1 Ensure that child care providers' skills are development consistent with best practices.	>Each child care provider annual provides documentation of 10 hours of in-service training.  > Annual training enrollment data and training hours completed.  > Demonstrate value of <b><u>pre-service provider training</u></b> as measured by exposure vs. comparison group study of post-training compliance, quality inspections, and family feedback.	* Identify or create training opportunities on an annual basis <b>(Lead person(s) named here)</b>  *Publicize training opportunities among providers ( <b>Lead? ELC??</b> )  *Design and implement pre-service training for child care providers by _____.  *Engage child care provider representatives as partners in the design and

		implementation of the pre-service training. (Lead)
<b>Organizational Partners</b>	<b>Resources Required</b>	<b>Progress Reporting Schedule</b>
*Early Learning Coalition *Champions for Children (Brian McEwen) *Helios Foundation *DRLN *Bay Area Legal Services *Child Care Provider Representatives	*State of the art curricula for early childhood development *Business model training for child care providers *Disaster Preparedness training for child care providers *Legal services and liability training for child care providers *Secure needs-based training scholarships for providers	Annual report

**Goal 3:** Support the family's ability to adequately select high quality and affordable child care.

<b>Strategic Outcome</b>	<b>Measurable Evidence of Success</b>	<b>Required Action Steps and Lead Persons Assigned</b>
3.1 Ensure that families have adequate information to select among available child care options.  3.2 Improve strategies to communicate with families on a sustained basis.	Let's discuss how best to demonstrate that families are making the best choices.  # Hits on website?	Who is disseminating the "How to Identify Quality Child Care" brochure?
<b>Organizational Partners</b>	<b>Resources Required</b>	<b>Progress Reporting Schedule</b>
ELC	"How to Identify Quality Child Care" brochure?	

**Goal 4:** Ensure that the Pinellas County Licensing Board has the organizational infrastructure, governance, and resource base to adequately fulfill its mission and mandate.

<b>Strategic Outcome</b>	<b>Measurable Evidence of Success</b>	<b>Required Action Steps and Lead Persons Assigned</b>
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<p>4.1 Ensure capable organizational leadership.</p> <p>4.2 Ensure staff competence to fulfill job requirements.</p> <p>4.3 Promote Board competency through Board development.</p> <p>4.4 Secure reputation of PCLB as an advocate for children.</p> <p>4.5 Ensure adequate equipment or other resources for the PCLB to function with maximum efficiency.</p>	<p>&gt; Board approval of Succession Plan by _____.</p> <p>&gt;Percentage of staff will completed annual performance plans. <b>(Set a target %)</b></p> <p>&gt;Percent of staff that achieve goals established annual performance plans. <b>(Set a target %)</b></p> <p>&gt;Annual schedule of Board <b>orientation</b>, development and recruitment activities implemented (Note: quarterly meetings limit opportunity for board development activities)</p> <p>&gt; Evidence of improved Board performance as measured by formal annual Board self-assessment survey</p> <p>&gt;Annual report of % and type of advocacy priorities <b><u>achieved</u></b></p> <p>&gt;Annual report on the % and type of resource acquisition targets <b><u>met</u></b></p>	<p>*Design a succession plan for presentation to the Board by _____. <b>(Lead person(s) named here)</b></p> <p>*Implement an annual program of staff development based on outcomes of formal annual performance reviews for all staff. <b>(Lead person(s) named here)</b></p> <p>*Create annual schedule of Board <b>orientation</b>, development and recruitment activities ( Board Chair and CEO)</p> <p>*Select and implement annual Board self-assessment process (Board Chair)</p> <p>*Develop an <b>annual agenda</b> of advocacy priorities and related action steps. <b>(Lead person(s) named here)</b></p> <p>*Develop an annual "Resource Acquisition Plan" <b>(Lead person(s) named here)</b></p>
<p><b>Organizational Partners</b></p>	<p><b>Resources Required</b></p>	<p><b>Progress Reporting Schedule</b></p>

## Appendix A (Updated Annually)

**Pinellas County child care licenses and capacity as of May 1, 2013 (UPDATE DATA. Since this changes annually. we may not want to put this in the plan, but add it as an annual attachment that can be updated each year. ) I agree**

### Family Child Care Homes

433 licensed homes with a total capacity of 2,860 children.

### Large Family Child Care Homes

27 licensed homes with a total capacity of 323 children

### Day Nursery Children's Centers

256 licensed facilities with a total capacity of 22,079 children

### School Age Children's Centers

108 licensed facilities with a total capacity of 14,716 children

### **Other Pinellas County child care facilities inspected by PCLB as of May 1, 2013**

#### Religious Exempt Children's Centers

4 facilities with a total capacity of 272 children

#### Nonpublic Children's Centers

22 Substantially compliant facilities with a total capacity of 921 children

## Appendix B (Annual Budget Updates) I don't think the budget should be in the strategic plan

### **Pinellas County License Board Budget FY 2010 – 2011 (Use Latest Data)**

Juvenile Welfare Board	\$ 564,643
Dept. of Children and Families	\$ 282,122
Pinellas County Health Department	\$ 87,776
PCLB Fees	\$ 113,408
Fingerprint fees	\$ 55,000
<u>Fund Balance</u>	<u>\$ 20,000</u>
Total funding	\$ 1,171,70

## Appendix C

### **List of Board Members and Key Staff** (I'd put the Org chart, table of organization but not actual names)

#### **How to contact the PCLB**

[www.pclb.org](http://www.pclb.org)

Patsy Buker, Ed.S.

Executive Director

Pinellas County License Board

Florida Department of Health in Pinellas County

8751 Ulmerton Road, Suite 2000

Largo, FL 33771

[Patsy\\_Buker@doh.state.fl.us](mailto:Patsy_Buker@doh.state.fl.us)

(727) 507-4857 ext. 7904

#### **IV. INFORMATION ITEMS**

- A. New membership changes anticipated – See ByLaws. Susan Weber is leaving due to term ending.
- B. Nominations Committee: Lourdes Benedict, Ann Hofmeister and Julie Oliver are to be this committee and Dr. Judy Vittucci will chair the committee
- C. Executive Director's Report – To Be Distributed
- D. Statistical Report Regarding Licensing Activities
- E. Compliance Reports
- F. Monthly Financial Report

**V. Public Comment:** Lynn Gibson updated us on error made on website for board meeting day. She also would like us to see if the Inspection Report on Providers can be moved from bottom page of website to top of page. Complaints are that reports are hard to find and also cannot be accessed.

**VI. Next Meeting:** Wednesday, December 10, 2014, 1:30 pm  
Mid County Conference Center  
8751 Ulmerton Road, Largo, FL 33771-3832

#### **VII. Adjournment**

Dr. Vitucci called for adjournment at 8:50 p.m. A motion to adjourn was made by Susan Weber, seconded by Sandra Downes and passed unanimously.

Respectfully Submitted by:

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Susan Weber, Secretary