



FUNDING THE NEXT GENERATION

Program for Learning Community Meeting – September 26

Moderator: **Margaret Brodtkin**, Director and Founder

- Introductions – meet someone new, post biggest achievement and challenge, share information
- Welcome and inspirational First 5 budget success – **Moira Kenney**, Executive Director, First 5 Association of CA
- Lessons and progress of the past year around the state – **Margaret Brodtkin**
Kathy Miller, Incoming Member of San Joaquin Board of Supervisors – Why I am inspired to make this work a priority.
- Getting behind the closed doors: What really gets said by government officials about funding for kids – **Ed Harrington**, Former Controller of San Francisco
How it's going in Del Norte? **Patti Vernelson**, Executive Director, First 5 Del Norte,
Jeannine Galatioto, consultant and Former County Administrative Officer of Del Norte
Q and A with participants
- Let's start with a case example: Solano County – **Kim Thomas**, Former ED, The Children's Network
Comments from **Dave Metz**, FM3
Comments and questions from participants
- Revenue campaigns 101: Staying focused, doing homework, keeping the momentum going, building political capital – Success can happen in communities of all political persuasions.
Larry Tramutola, Tramutola Advisors
- What's next for Marin? – **Michelle Fadelli**, First5 Marin
Comments from **Larry Tramutola** and **Jill Wynns**
Comments and questions from participants
- Starting with a budget campaign – what happened in Merced's Invest in Our Youth campaign? – **Tatiana Vizcaino-Stewart** and **Michele Xiong**, Building Healthy Communities
Comments by **Larry Tramutola** et al.

LUNCH – grouping by tables of interest and geography

- Monitoring process and progress: Introduction of SF State University Dept. of Public Administration – **Sheldon Gen**
- Getting started in Napa – **Michele Grupe**, COPE, and **Sally Sheehan-Brown**, First 5
Comments and questions from participants

“Office hours”

- Children’s budget – **Ed Harrington**
- Relationship between city, county and school funding: Relevance of Local Control Funding Formula – **Jill Wynns**, Former President of California School Board Assn. and **Madeline Kronenberg**, School Board of West Contra Costa County
- Legal questions and issues – **Jenna Magan**, Orrick Public Finance Group
- Polling and research – **Dave Metz**
- Preparation for a successful campaign – **Larry Tramutola**

Feature presentation: Framing the issues realistically for communities with fiscal challenges and more conservative voting populations – **Dave Metz**

Closing evaluation and next steps

Note about documenting our work:

It is important for our mutual learning, and the learning of future pioneers, to document our work – and do it in as straightforward and efficient way possible. Funding the Next Generation is requesting two things from each community:

1. Save all documents created as part of your work – This would include reports, work plans, fliers, job descriptions, meeting minutes, legislative actions, publications, press clippings, campaign materials, funding proposals. We will create a central file for documents, and use them to tell the story and understand what leads to success.
 2. Have a point person who can respond to a monthly phone call asking for a progress report, e.g. meetings, events, research, new allies, reports, political capital accrued, legislative achievements, current challenges, successes, and help needed.
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Tools and articles at www.margaretbrodtkin.com/projects include:

“Local Government Funding Options for California’s Children, Youth and Families,” by Orrick, Herrington and Sutcliffe

“Decision Matrix for Developing a Local Dedicated Funding Stream,” by Funding the Next Generation

“Next Steps Planning Sheet,” a step-by-step guide to developing a dedicated funding stream by Funding the Next Generation

“Guide for Mapping Public Resources for Children, Youth and Families,” by The Finance Project

Solano County’s Children’s budget