



COUNTY OF SAN DIEGO

AGENDA ITEM

BOARD OF SUPERVISORS

GREG COX
First District

DIANNE JACOB
Second District

PAM SLATER
Third District

RON ROBERTS
Fourth District

BILL HORN
Fifth District

DATE: October 22, 2002

TO: Board of Supervisors

SUBJECT: ORDINANCE RENAMING THE CHILDREN AND FAMILIES
COMMISSION (PROPOSITION 10) (District: All)

SUMMARY:

Overview

On December 8, 1998 (71), the Board of Supervisors adopted an ordinance establishing a five-member Commission to ensure San Diego County's eligibility to receive funding from Proposition 10 tobacco tax revenues. The ordinance established the Commission as the San Diego County Children and Families Commission (Commission). In December 2001, the Commission approved the issuance of a Request for Proposal to hire an independent firm to generate ideas for a potential name change for the Commission. This action was in response to an ad hoc committee of the Commission proposing that the name of the Commission be changed to more clearly distinguish and establish the Commission's identity. In addition, the Commission was often confused with the previously formed Commission on Children, Youth and Families. On October 7, 2002, the Commission unanimously voted to recommend to the Board of Supervisors that the Commission's name be changed to "First 5 Commission of San Diego." The action before the Board of Supervisors today is to approve "First 5 Commission of San Diego" as the new name of the Commission.

Recommendation(s)

CHAIRMAN RON ROBERTS

Approve the introduction of the Ordinance (first reading), read title and waive further reading of the Ordinance:

AN ORDINANCE AMENDING THE COUNTY OF SAN DIEGO
ADMINISTRATIVE CODE RELATING TO THE SAN DIEGO COUNTY
CHILDREN AND FAMILIES COMMISSION

Submit the Ordinance for further Board consideration and adoption (second reading) on
October 29, 2002.

Fiscal Impact

There will be no fiscal impact as a result of this action.

Business Impact Statement

SUBJECT: ORDINANCE REVISION CHILDREN AND FAMILIES COMMISSION
(PROPOSITION 10) (District: All)

N/A

Advisory Board Statement

In accordance with Section 84.111 of the Ordinance (Ordinance Changes), the San Diego County Children and Families Commission received and discussed the recommendation that the Ordinance be amended to change the name of the San Diego County Children and Families Commission to First 5 Commission of San Diego. The Commission approved the selection of “First 5 Commission of San Diego” as the name to be forwarded to the Board of Supervisors for approval.

BACKGROUND:

On December 8, 1998 (71), the Board of Supervisors adopted Ordinance 9108 establishing a five-member San Diego County Children and Families Commission (Proposition 10). This action was taken to ensure San Diego County would be eligible to receive funds as a result of the passage of Proposition 10 on November 3, 1998. Proposition 10 imposed a fifty-cent per pack tax or equivalent on tobacco products sold in California effective January 1, 1999. The revenue, estimated to total approximately \$40 million annually, is to be used for purpose of “promoting, supporting and improving the early development of children from the prenatal stage to five years of age.”

At its June 20, 2002 meeting, the State Commission adopted “First Five California” and a new logo (Attachment A) as its branding image to increase public awareness of Proposition 10. The branding image is meant to demonstrate that the State is dedicated to improving the lives of children in California during their first five years. In order to capitalize on the State’s annual \$36 million media campaign promoting the new branding image, it is recommended that the Commission incorporate the use of the “First 5” State branding image into its new name, “First 5 Commission of San Diego.” To date, 27 county commissions have adopted the “First 5” identity. A listing of those counties is attached (Attachment B). This is not a complete list of county commissions, as some commissions have chosen to use slight in-house adaptations or modifications of the branding image name and logo artwork.

Changing the name of the Commission to First 5 Commission of San Diego will allow the Commission to deliver several key messages. Among the messages are that First 5 will signify the importance of the first five years of a child’s life, it will convey the overall purpose of the Commission and it will help unify the State and local commissions. These and other key messages that will be associated with First 5 are attached (Attachment C).

Respectfully submitted,

RON ROBERTS
Chairman

SUBJECT: ORDINANCE REVISION CHILDREN AND FAMILIES COMMISSION
(PROPOSITION 10) (District: All)

AGENDA ITEM INFORMATION SHEET

CONCURRENCE(S)

COUNTY COUNSEL REVIEW	<input checked="" type="checkbox"/> Yes	
Written Disclosure per County Charter Section 1000.1 Required	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
GROUP/AGENCY FINANCE DIRECTOR	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
CHIEF FINANCIAL OFFICER	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
Requires Four Votes	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
GROUP/AGENCY INFORMATION TECHNOLOGY DIRECTOR	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
CHIEF TECHNOLOGY OFFICER	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
DEPARTMENT OF HUMAN RESOURCES	<input type="checkbox"/> Yes	<input type="checkbox"/> N/A

Other Concurrence(s): N/A

ORIGINATING DEPARTMENT: District 4

CONTACT PERSON(S):

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AUTHORIZED REPRESENTATIVE: _____

SUBJECT: ORDINANCE REVISION CHILDREN AND FAMILIES COMMISSION
(PROPOSITION 10) (District: All)

AGENDA ITEM INFORMATION SHEET
(continued)

PREVIOUS RELEVANT BOARD ACTIONS:

October 30, 2001 (19), Revised the Ordinance establishing the San Diego County Children and Families Commission; December 14, 1999 (26), the Board approved the amended ordinance; December 8, 1998 (71), Adopted an urgency ordinance to establish the San Diego County Children and Families Commission.

BOARD POLICIES APPLICABLE:

A-74-f, Procedures Regarding Appointing to Citizen Committees.

BOARD POLICY STATEMENTS:

N/A

CONTRACT NUMBER(S):

N/A