

CHILD CARE ADVISORY COUNCIL MEETING

June 11, 2024

7:00 p.m.

**Fairfax County Government Center
Conference Room 4/5**

MEMBERS PRESENT	Wynne Busman, Mercedes Dash, Evelyn Evans, Valerie Inman, Monica Jackson, Scott Stroh
MEMBERS ABSENT	Kerry O’Brien, Sangeeta Sarkar
STAFF PRESENT	Flor Philips, Suzanne Ritchie
COMMUNITY MEMBERS PRESENT	None

Call to Order

Scott Stroh, Chair, called the June 11, 2024, Child Care Advisory Council meeting to order at 7:04 p.m.

Review of Minutes

The May 14, 2024, meeting minutes were reviewed and approved without changes. Monica Jackson moved to approve the minutes, which were seconded by Wynne Busman and passed unanimously.

Information Sharing & Updates

Election for CCAC officers (Chair and Vice-Chair) are up in September. Monica Jackson, Valerie Inman and Wynne Busman’s terms all expire at the end of September and are up for renewal.

Communication about the nomination and election process can be discussed through email over the summer.

The Council adopted the 2024 legislative changes to the All-Virtual Public Meetings and Remote Participation policies. The legislation increased the number of all-virtual meetings a BAC may have to twice per calendar year or 50% of the # of annual meetings (rounded up). The CCAC can now hold all-virtual meetings either two or five times per calendar year (50% of 9 meetings, rounded up to the nearest whole number). Council members elected to hold all virtual meetings in November, January, and February (the remaining two meetings will be considered floaters for flexibility).

The other legislative change concerns remote participation. Remotely participating members can now be counted in the quorum as though physically present if the member is remote due to a member’s disability or the member is acting as a caretaker for a family member or ward with a disability. This change only impacts the quorum count. Members can still participate remotely due to a temporary illness or medical condition or if they are caring for a family member with a temporary illness or medical condition.

Website and Social Media Discussion

- Updates on the following action items from the May meeting:

1. Keisha to get answers about county standards for acceptable website content (like photos and videos) and guidelines for posting on social media platforms.

Website Content

- It might be easier for council members to propose website ideas and then have NCS's internet architect and communications team evaluate them.
- All links need to be vetted. You can link to County and Commonwealth websites such as Childcare VA, Fairfax Futures, and images from the Zero to Three site.

Social Media

- The council can use the NCS Facebook page. Staff will need to check if other County-approved social media platforms are being used.
- Think about social media platforms. Are there platforms that are used more frequently than others (by families, peers, professional contacts)?
- The County's LinkedIn account could be used to increase outreach for the Early Childhood Education workforce.

2. Evelyn and Val will work on crafting targeted messages for the council website.

- Great communities thrive with quality, affordable childcare.
- All benefit from quality, affordable childcare.
- The target audience is the business community at large, in addition to families and providers.
- Resources and links can be targeted to different audiences.

The council also needs to decide what they are comfortable with having on the website, such as pictures of the council.

3. Scott and Monica will work on connecting the council with chambers of commerce/small business administrations.

- Monica reached out to the Public Policy Director at the Small Business Majority, who can work with the Council on matters concerning education and resources (PSA related to small businesses) and advancing child care through policy.
- Monica has also contacted Casey with the Central Fairfax Chamber of Commerce and two other area chambers.
- Scott spoke with Holly Daughtery of the Mt. Vernon/Springfield Chamber of Commerce. They are open to partnering with the CCAC and are looking for

proposals on how they can be helpful. The CCAC could also present at their board meetings or attend one of the breakfast membership meetings. Summer might be a good time to do that.

- Reaching out to the Northern Virginia Hispanic Chamber of Commerce was also suggested.
- Another potential group to look at is the Economic Development Authority; county staff could help make that connection.

Action Items & Next Steps

- ❖ Think about the most beneficial links and resources to display on the council website.
- ❖ Consider which social media platforms are the most useful for reaching the target audience.
- ❖ As a collective, review other County Boards, Authorities and Commissions BAC's) websites for ideas and inspiration.
- ❖ Think about what the group is comfortable with having on the CCAC website.
- ❖ Think about how many pages are needed to convey key messages.
- ❖ By the end of the summer, we should have slightly more refined key messages. These can just be bullet points, and staff can expand the messages as needed.
- ❖ Continue to reach out to the board of local chambers of commerce.

Adjournment

The meeting was adjourned at 7:04 p.m. Monica Jackson made the motion.

Next Meeting

September 10, 2024

7:00 p.m.

Government Center

Conference Room 4/5