



# COUNCIL MINUTES

October 27, 2016

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on October 27, 2016 at 7:31 a.m.

## COUNCIL PRESENT

John Giles  
Alex Finter  
Christopher Glover  
Dennis Kavanaugh  
David Luna  
Dave Richins  
Kevin Thompson

## COUNCIL ABSENT

None.

## OFFICERS PRESENT

Christopher Brady  
Jim Smith  
Dee Ann Mickelsen

Mayor Giles welcomed representatives from Mesa Sister Cities, Mayor Corrigan from Burnaby, British Columbia and Mayor DeCima from Guaymas, Mexico.

1. Hear a presentation, discuss and provide direction on current and proposed City of Mesa early learning enrichment efforts.

Library Director Heather Wolf announced that she is the staff liaison for Early Childhood Education in the City of Mesa and introduced her team as follows:

- Sunnee O'Rork and Dena Milliron from the i.d.e.a. Museum
- Dr. Tom Wilson from the Arizona Natural History Museum
- Cynthia Ezcurra from Neighborhood Outreach
- Natalie Lewis and Niel Curley from the City Manager's Office
- Mike Holste and Leslie Clark from Park, Recreation and Community Facilities
- Dr. Dawn Foley, Director of Curriculum and Instruction for Mesa Public Schools, and a member of the original Task Force.

Ms. Wolf displayed a PowerPoint presentation related to the City of Mesa Early Childhood Enrichment Programs. **(See Attachment 1)** She explained that in November 2015, the Mayor formed a Task Force of community leaders to identify key challenges in providing early childhood education to students in Mesa and to offer options to ensure that Mesa's children arrive at kindergarten ready and able to learn. She added that in May 2016, the Task Force presented Council with their report and offered a call to action. (See Page 2 of Attachment 1)

Ms. Wolf provided statistics related to early childhood development in Mesa. (See Page 3 of Attachment 1) She indicated that Mesa parents are faced with issues of availability, affordability and accessibility when trying to provide quality early childhood education to their children.

Ms. Wolf reported that departments work together to offer a wide variety of free and low-cost enrichment experiences for children ages three to five. She reviewed the Arizona Early Learning Standards, which are considered by staff when creating programs, and illustrated that Mesa Programs meet those standards. (See Pages 4 through 7 of Attachment 1)

Ms. Wolf indicated that the Mesa Public Library utilizes the help of experts in order to develop curriculum and incorporates the five early learning literacy practices such as singing, talking, reading, writing and playing into all of their programs. The ultimate goal is for parents to leave storytime with ideas, activities and reading materials that will help them develop their children's literacy skills at home.

In response to questions from Councilmember Luna, Ms. Wolf explained that many of the same people attend the regular weekly activities, but special programs attract new people.

Ms. Wolf explained that the ToddlerTime program focuses on movement and helps the children shake out their energy and learn to follow directions. She listed several pre-school programs offered for children ages 3-5. (See Pages 9 and 10 of Attachment 1)

Ms. Wolf indicated that some programs are specifically for parents, such as First Things First that offers multi-session workshops where parents can meet with experts. (See Page 11 of Attachment 1)

Ms. Wolf stated that the summer reading program is also intended to help children who cannot read. She explained that early exposure to reading and hearing words helps improve many skills. (See Page 12 of Attachment 1)

In response to a question from Councilmember Luna, Ms. Wolf explained that the summer reading program is self-directed reading at home, but parents are taught the different stages of reading such as beginning early with picture books and then moving onto books with words. She noted that handouts are provided to parents with songs and reading material covered in the program.

Ms. Wolf provided a map of areas with the most library cardholders aged 0-5 and pointed out that the largest density are in zip codes 85201, 85204 and 85207. (See Page 13 of Attachment 1)

Ms. Wolf highlighted a chart of early learning standards aligned with the various programs offered at the Mesa Public Library. (See Page 14 of Attachment 1)

Arizona Museum of Natural History (AZMNH) Director Dr. Tom Wilson stated that the AZMNH provides many enrichment programs geared toward children ages 5 and younger. He explained that the Drop-Off Programs allow children to be left at the museum for two hours to experience a themed session. He provided charts displaying the community participation in the prehistoric and grant-funded free preschool programs. (See Pages 16 and 17 of Attachment 1)

Dr. Wilson highlighted some of the activities and programs offered for young children at the AZMNH as follows (See Pages 18 through 20):

- Family events such as the Dino Egg Hunt, I Love Science Day and Geology Day
- Exploration Station
- Make-and-Take Crafts

In response to a question from Councilmember Luna, Dr. Wilson explained that the museum is

staffed with three early education specialists and confirmed that early learning standards are built into all of their programs. He pointed out that there are 12 prehistoric preschool programs per year between spring and early fall. He noted that the primary source of advertising is through social media.

Dr. Wilson displayed the statistics of visitors between the ages of 0-5. He stated that everything the museum does in terms of early learning is based on the Arizona Early Learning Standards, yet there is always more that can be done. (See Pages Page 21 and 22 of Attachment 1)

Assistant Parks, Recreation and Community Facilities (PRCF) Director Mike Holste highlighted four focus areas of early childhood enrichment (See Pages 23 through 27 of Attachment 1) for children between the ages of 3-5 as follows:

- Physical development – sports, dance, tumbling, etc.
- Enrichment – munchkin music, arts and science, socialization, etc.
- Parent/Tot – interactive programs with children and parents such as swim and dance.
- Community awareness – community events, camping, Safe Town, etc.

Mr. Holste indicated that PRCF has over 60 innovative playgrounds, splash pads, sports areas, and swimming pools that are the best in the country, all highly important in children's enrichment. He reported that PRCF programs have approximately 7,732 participants annually and 2,533 receive fee assistance. He provided maps of the participant areas and a chart of the standards being met by each program. (See Pages 28 through 30 of Attachment 1)

Youth Museum Administrator Sunnee O'Rork stated that everything at the i.d.e.a. Museum has an underlying reason, including the early childhood programs. She explained that the HUB Gallery at the i.d.e.a. Museum encourages creativity and the Whiteman Family Gallery exhibition changes three times per year to showcase artwork and interactive activities.

Ms. O'Rork highlighted the ArtVille program that was created for 0-4 year olds. She recognized staff member Dena Milliron as the curator of education at the i.d.e.a. Museum and gave a brief background of her experience and education.

In response to a question from Councilmember Luna, Ms. Milliron explained that all Arizona Early Childhood Learning Standards are taken into consideration when planning programs and activities at the museum. She added that all domains of learning are considered as well, such as social, emotional, and literative approaches.

Ms. Milliron explained the spaces and uses of the following ArtVille programs:

- TOT Square & Train
- Performing Arts Center
- Wee Design & Big Blocks
- Puppets & Kitchen
- Garden & Living Room
- Arts Studio

Ms. O'Rork commented that ArtVille is utilized by parents as an informal preschool. She reviewed the ArtVille Programs (See Page 34 of Attachment 1) and noted that classes concentrate on STEAM (Science, Technology, Engineering, Art, and Math) as well.

Ms. Milliron explained that the Artful Tales Experience was created by an ASU intern and expanded the ArtVille drop-in story time into more structured preschool programs and organized daycare groups. She pointed out that Artful Tales allows children to have story time followed by an art-making activity based on the story, and it provides teachers with extension activities to take back to their classrooms. She added that there are also outreach programs for the local libraries.

Ms. O'Rork commented that the partnership with the library assists with choosing appropriate books for the program, which serves over 1,000 participants each year. She pointed out that Gila River Indian Community grants offer free access four Sundays per year to families who are unable to pay. (See Pages 35 and 36 of Attachment 1)

Ms. O'Rork pointed out that the museum membership is captured by zip code to show that approximately 38% of attendees are Mesa residents. She explained that staff provided a survey in order to show the many early childhood programs and how they match up to state standards. (See Pages 37 and 38 of Attachment 1)

Ms. O'Rork recognized Director of Arts and Culture Cindy Ornstein for all of her support and Jen Duff, who served on the Museum Board of Directors for seven years.

Councilmember Luna advised that the theme of the Task Force was access and asked how they could reach those underserved communities. He mentioned the idea of a 'Fun Van' that could periodically visit areas of the community in order to advertise the many programs.

Ms. Wolfe explained that the Task Force provided a number of recommendations in their report that the team has reviewed. (See Pages 39 and 40 of Attachment 1) She presented the following options:

- Increase awareness of existing programs
- Inspire new collaborative approaches
- Expand access to early learning enrichment

Councilmember Luna commented that he liked the "Mesa Packs" idea of sending children home with age-appropriate reading materials. He stated that staff has great ideas and suggested a pilot program with a wrapped van that delivers the packs to kids who would otherwise not have access to reading materials.

Mr. Holste announced that PRCF currently has a funded-fitness van that has a fully stocked trailer and brings a recreational experience to communities. He offered to route the van to any other communities or parks that the Council may recommend.

Councilmember Luna suggested that incorporating the early learning enrichment programs into the funded-fitness van would be an amazing benefit to the community.

Vice Mayor Kavanaugh suggested that it would be beneficial to Mesa if staff explored other sources of funding in order to outfit a mobile unit that can provide access to early childhood learning in the community.

Mayor Giles thanked staff for the presentation. He commented that he was proud of the great programs being offered and only wished they could be offered on a larger scale. He referred to the fact that only 36% of Mesa children are involved in early childhood education when the national average is 48%, and challenged the Council, staff and community to rise up and raise

that percentage to 50% of Mesa children being prepared for kindergarten.

Mayor Giles thanked Councilmember Luna for leading the Task Force and identifying solutions. He supported staff's recommendations and asked that an action plan be implemented to move forward, specifically the Mesa Packs idea.

Councilmember Finter voiced his appreciation for the work done by Councilmember Luna and City staff and asked the City Manager how the program options may be funded.

City Manager Chris Brady indicated that the idea of co-branding and cross-marketing is growing between programs within the City. He clarified that although various options have been identified, the fiscal impacts of each have not yet been determined. He requested direction from the Council and advised that staff would return with more details about the fiscal impact in order to have a strategic discussion.

Discussion ensued regarding access and awareness, as well as the need for collaboration with Mesa Public Schools.

Mayor Giles advised that the program would have the greatest impact if it belonged to Mesa Public Schools and partnered with the City of Mesa, but coordination between the two is imperative nonetheless.

Councilmember Thompson thanked staff for the presentation. He supported leveraging the City's existing assets appropriately to improve the program.

Mayor Giles stated that it was the consensus of the Council to direct staff to pursue any additional funding that may be available to expand the program and return to Council.

2. Information pertaining to the current Job Order Contracting projects.

This item was not discussed by the Council.

3. Acknowledge receipt of minutes of various boards and committees.

3-a. Housing and community Development Advisory Board meeting held on September 1, 2016.

It was moved by Vice Mayor Kavanaugh, seconded by Councilmember Richins, that receipt of the above-listed minutes be acknowledged.

Carried unanimously.

4. Hear reports on meetings and/or conferences attended.

Councilmember Luna: Reading Time at Red Mountain Library  
Candy Giveaway at Mesa Community College at Red Mountain  
Dia de los Muertos Event

Councilmember Richins: SRP 101

5. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the meeting schedule is as follows:

Friday and Saturday, October 28 - 29, 2016, 8:00 a.m. – Copperstate Fly-In at Falcon Field

Saturday, October 29, 2016, 11:00 a.m. – Wingstock at Mesa Amphitheater

Friday, October 28 - 30, 2016 – Roy Track 33<sup>rd</sup> Annual Memorial Pow Wow at Pioneer Park

Thursday, November 3, 2016, 7:30 a.m. – Study Session

Councilmember Thompson announced that the 2<sup>nd</sup> Annual Trunk or Treat event will be held on Friday, October 28, 2016 at 5:30 p.m. at the Superstition Police Substation.

6. Adjournment.

Without objection, the Study Session adjourned at 8:37 a.m.

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JOHN GILES, MAYOR

ATTEST:

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DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 27<sup>th</sup> day of October, 2016. I further certify that the meeting was duly called and held and that a quorum was present.

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DEE ANN MICKELSEN, CITY CLERK

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(Attachment – 1)

# CITY OF MESA EARLY CHILDHOOD ENRICHMENT PROGRAMS

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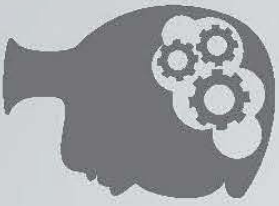
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# Call to Action

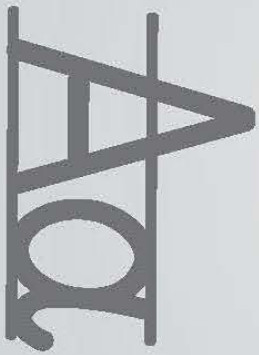
“...to immediately leverage and expand upon quality, affordable early education tools and options for every child. The City has the opportunity to be a champion in Arizona and lead the charge for quality early learning opportunities.”



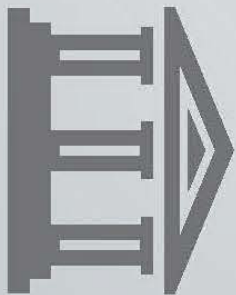
# Early Childhood Education



of a child's brain development occurs before kindergarten  
**31,238** children under 5 live in Mesa



of Mesa 3 and 4 years olds are enrolled in early care and education compared to 48% nationally



is the maximum number of children under 5 who can be served by existing early care and education facilities



annual median cost to provide care to 3-5 year olds, or 14.39% of Mesa median family income. The Department of Health and Human Services considers 10% affordable



children in Mesa 5 and under live in poverty



# MESA PUBLIC LIBRARY



mesa parks, recreation and community facilities  
**Your place to play**  
A CAPRA Accredited Agency



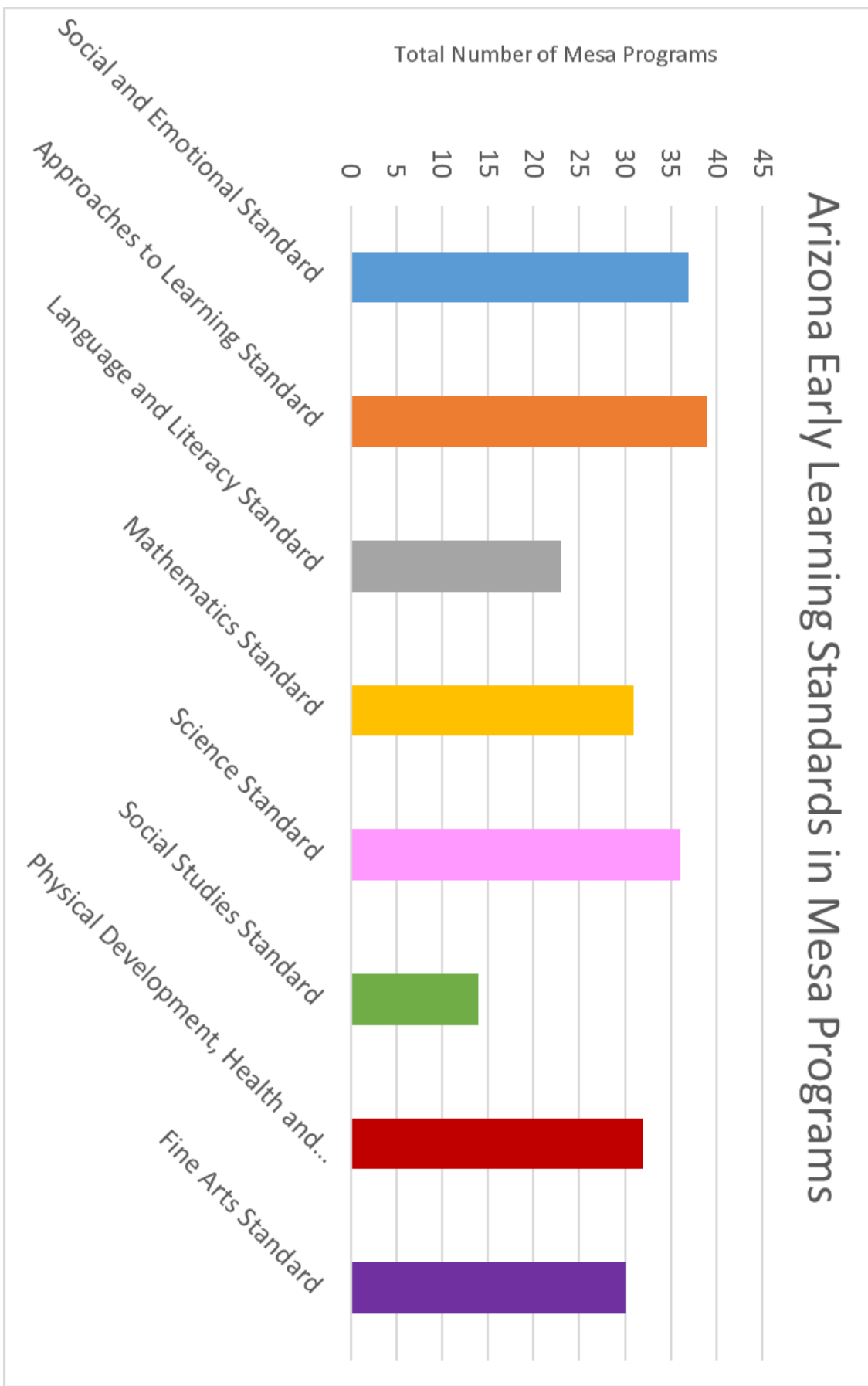
# Early Childhood Enrichment Existing City Resources

- Respond to a public need for additional early enrichment activities/experiences for children under 5.
- Purposefully designed to align with the Arizona State Department of Education Early Learning Standards.

# Arizona Early Learning Standards

- Social and Emotional
- Science
- Approaches to Learning
- Social Studies
- Language and Literacy
- Physical Development,  
Health and Safety
- Mathematics
- Fine Arts

# Arizona Early Learning Standards in Mesa Programs





**MESA PUBLIC LIBRARY**

**Early Childhood Enrichment Programs**

# Infants to Toddlers

## Baby Lapsit

Introduces the rhythm and beauty of language to babies

## PlaysPOT

Provides books and “Play on the Go” activities

## ToddlerTime

Brings movement to stories



# Pre-School

- **Cuentos: A Bilingual Storytime**
  - Introduces stories and songs in both English and Spanish
- **Family Storytime**
  - Provides stories, music and fun for all ages
- **Preschool Storytime**
  - Strengthens early learning skills
- **Shake, Boogie, and Bop!**
  - Introduces dances, action filled songs, and rhymes
- **Stories to Grow On: Family Storytime**
  - Explores themes using picture books
- **Tablet Time**
  - Demonstrates early literacy apps





# Parents



## 1,2,3,4 Parents!

Provides information, skills, and support for parents and caregivers of children birth through 5 years



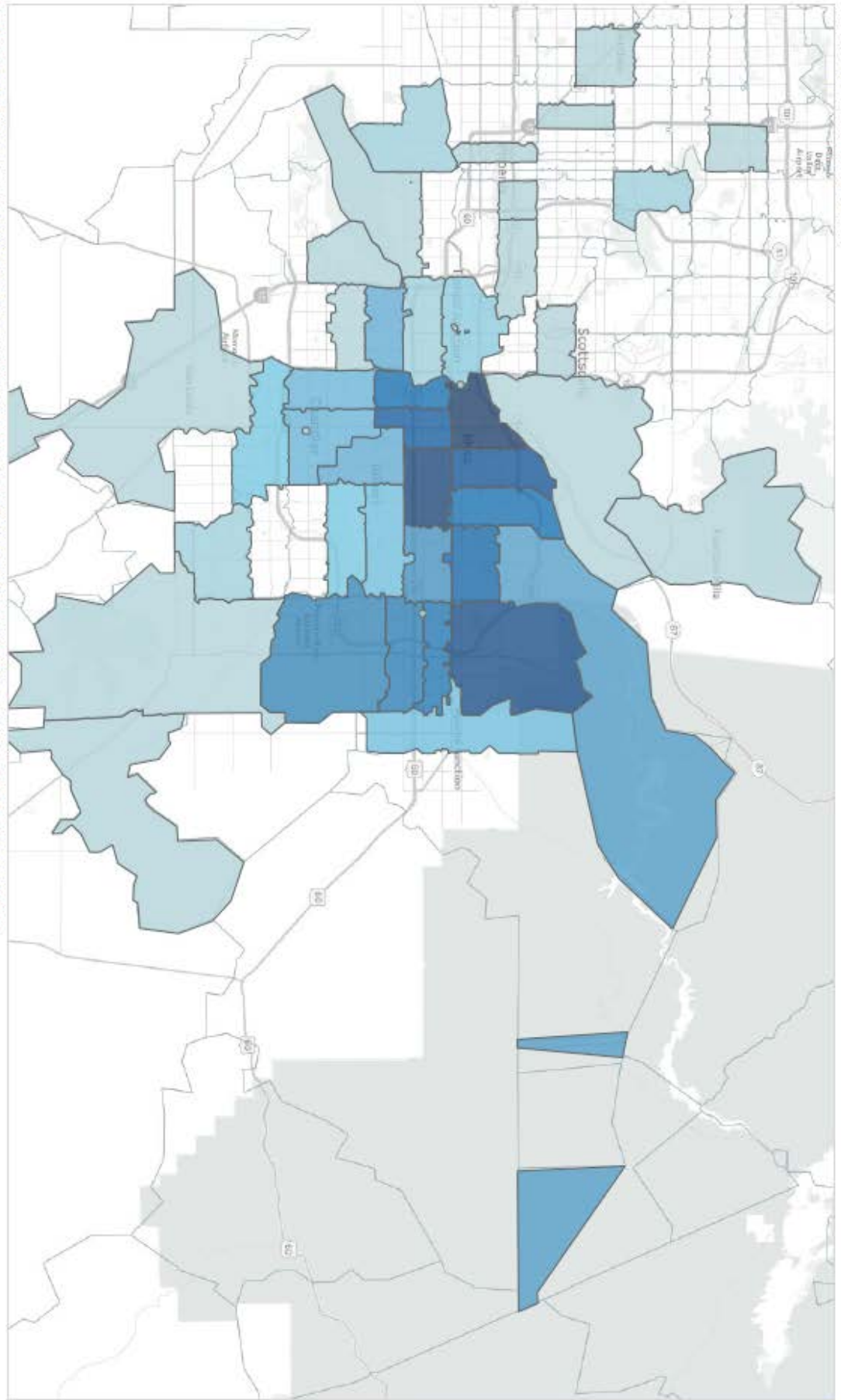
# Pre-Readers Summer Reading Program

## Improves

- Aptitude for learning
- Basic speech skills
- Pre-reading skills
- Communication skills
- Mastery of language
- Logical thinking
- Concentration



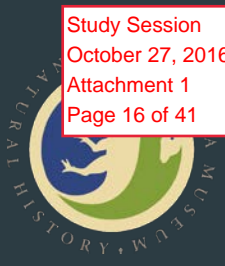
# Library Cardholders, Aged 0-5







# Early Childhood Enrichment Programs



# Drop-Off Preschool Programs

Prehistoric Preschool: Scheduled pre-paid program

Fun with First Things First: Scheduled grant-funded free program

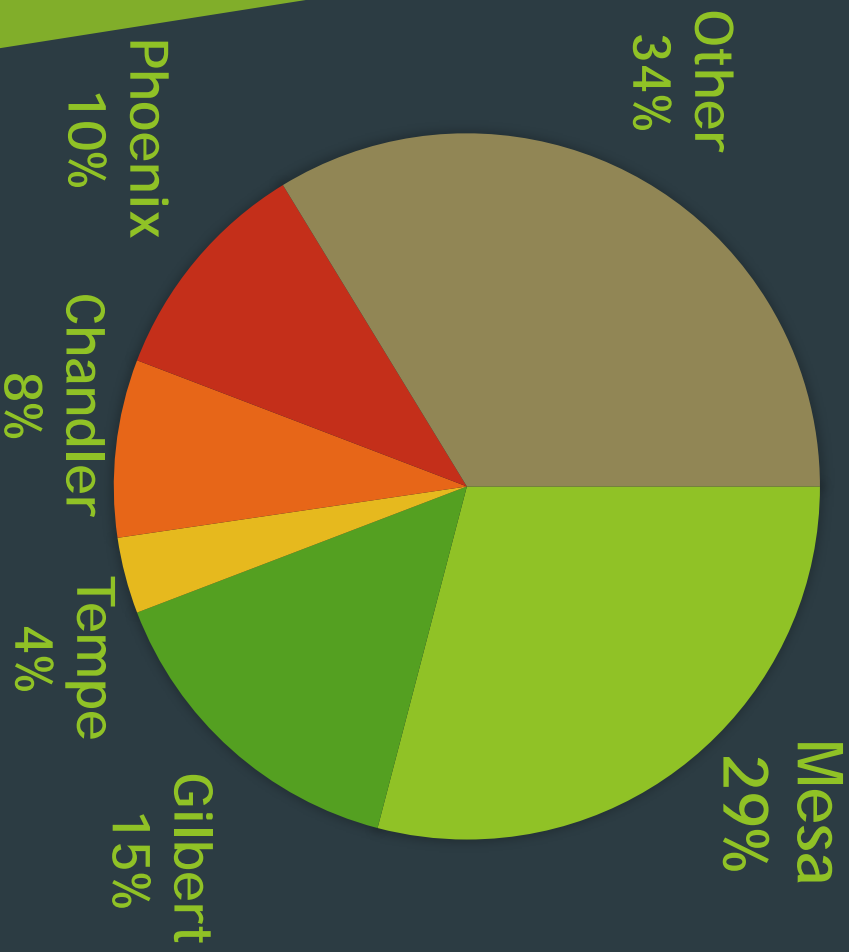


- Science taught through game-like activities, crafts and movement in the galleries
- Pre-literacy and math skills are embedded throughout the program

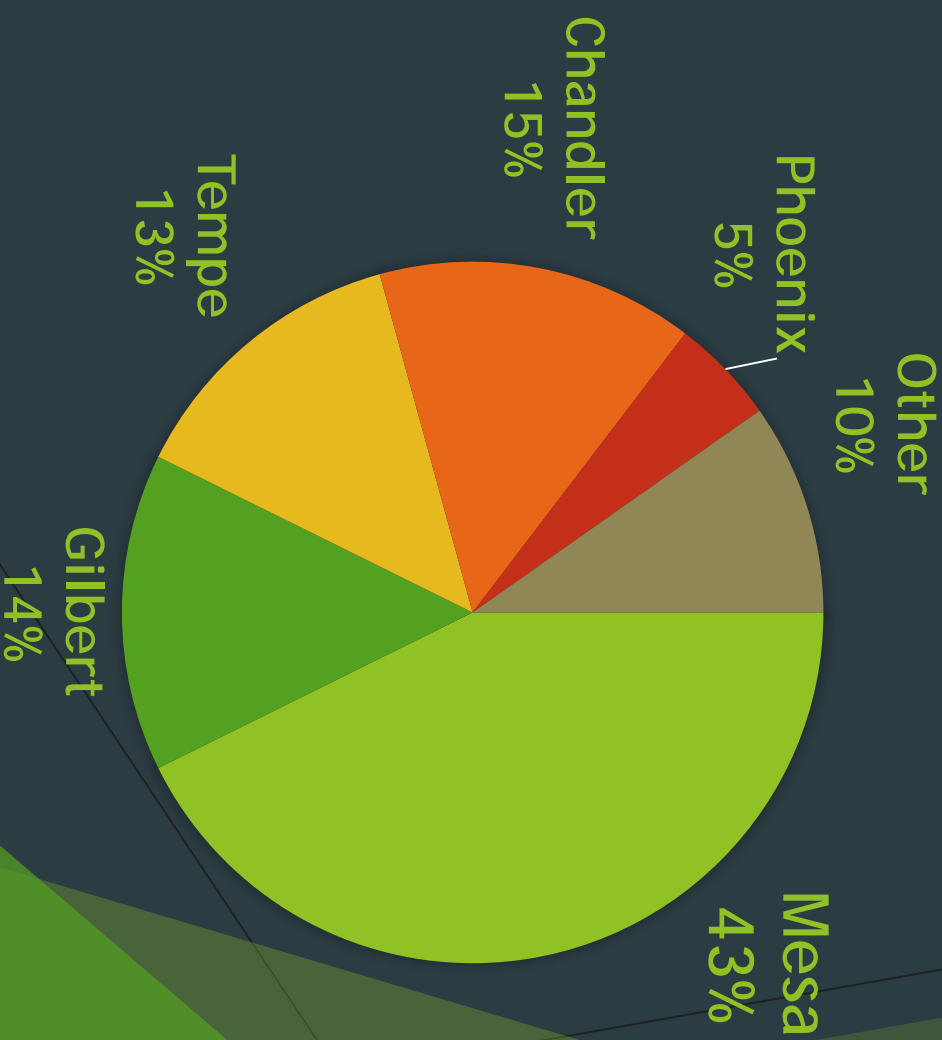


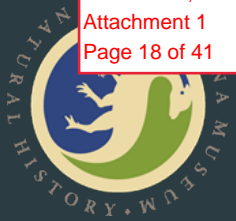
# Demographics of Preschool Programs

## Prehistoric Preschool



## Grant-Funded Free Preschool





# Family Events

- Scheduled, with reduced or free admission rate
- Partner with many other educational institutions to offer multigenerational programs



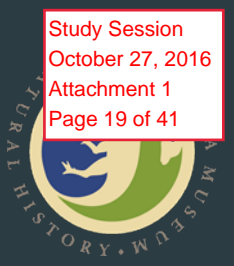
I love Science day



Dino Egg hunt







# Exploration Station



Designed specifically for preschoolers to make connections with the gallery content



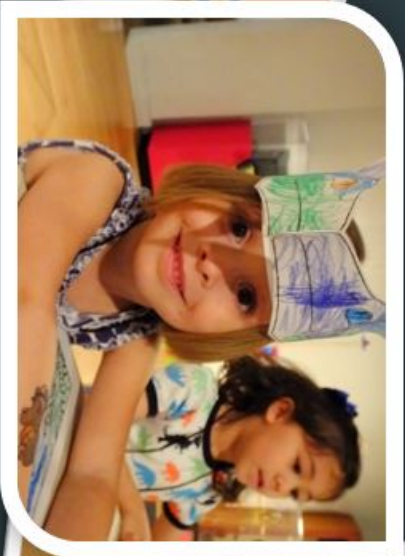
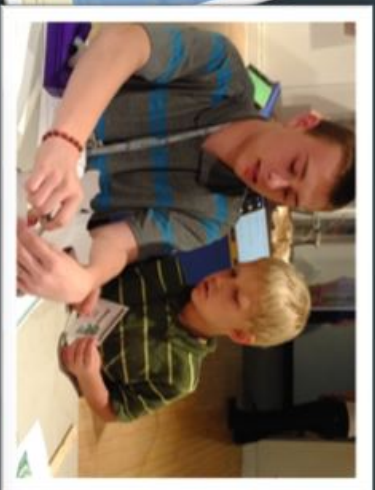
- Enriched learning space that has gallery-themed interactives for preschoolers
- Popular venue for preschool birthday parties





## Make-and-Take Crafts

- Volunteer-led craft station held every weekend
- Each craft has an educational component that connects children with content in the galleries



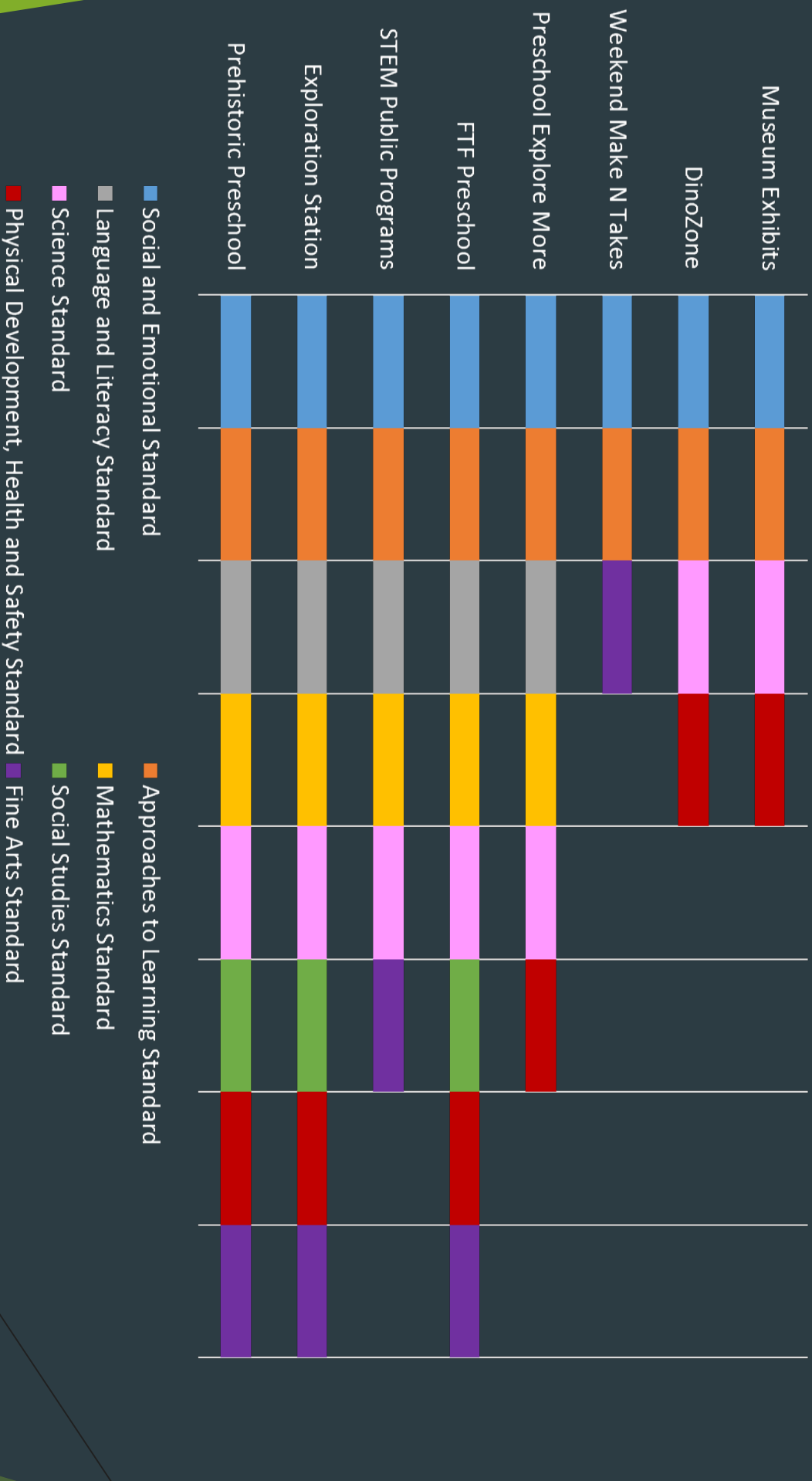


# Visitation Statistics of 0 to 5 year olds for 2015-2016

0 to 5yrs paid preschool program	86	29% from Mesa
0 to 5yrs FTF preschool program	83	42% from Mesa
No. of visitors 0 to 5yrs	8,240	
No. of visitors 0 to 5yrs on Free Sunday	1,978	
No of preschoolers in group bookings	171	
No. 0 to 5yrs B'day party visitors	825	18% from Mesa
Number of members aged 0 to 5yrs	460	
Total number of 0 to 5 year olds served:	11,843	



## AZMNH and Arizona Early Learning Standards



# Parks, Recreation & Community Facilities Early Childhood Enrichment

## Focus Areas for Ages 3-5

- Physical Development
- Enrichment
- Parent/Tot
- Community Awareness



# Physical Development

- All-Star Sports
- Ballet Fun
- Fairytale Dancers
- Hip Hop Little Bittle
- Funtastic Fitness
- Lim Karate
- Stretch and Play Cruisers
- Stretch and Play Runners
- Tiny Tumblers
- Learn to Swim



# Enrichment

- Munchkin Music
- Messy Creations
- Pee Wee Art & Science
- Acting “Mommy I’m a Star”
- My First Camp
- Wiggles & Giggles
- Safe Town



Mesa Parks, Recreation and Community Facilities  
**Your place to play**  
A CRPA Accredited Agency

# Parent/Tot

- Parent & Child Dance
- Play Along Pals
- Parenting Class
- Parent Tot Swim
- Parks, Pools, Trails, Playgrounds, Spray Pads

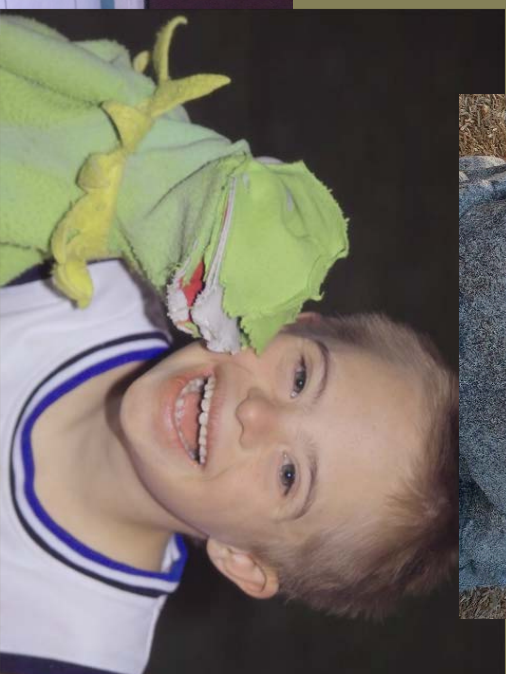


Mission Parks, Recreation and Community Facilities  
**Your place to play**  
A CIPRA Accredited Agency

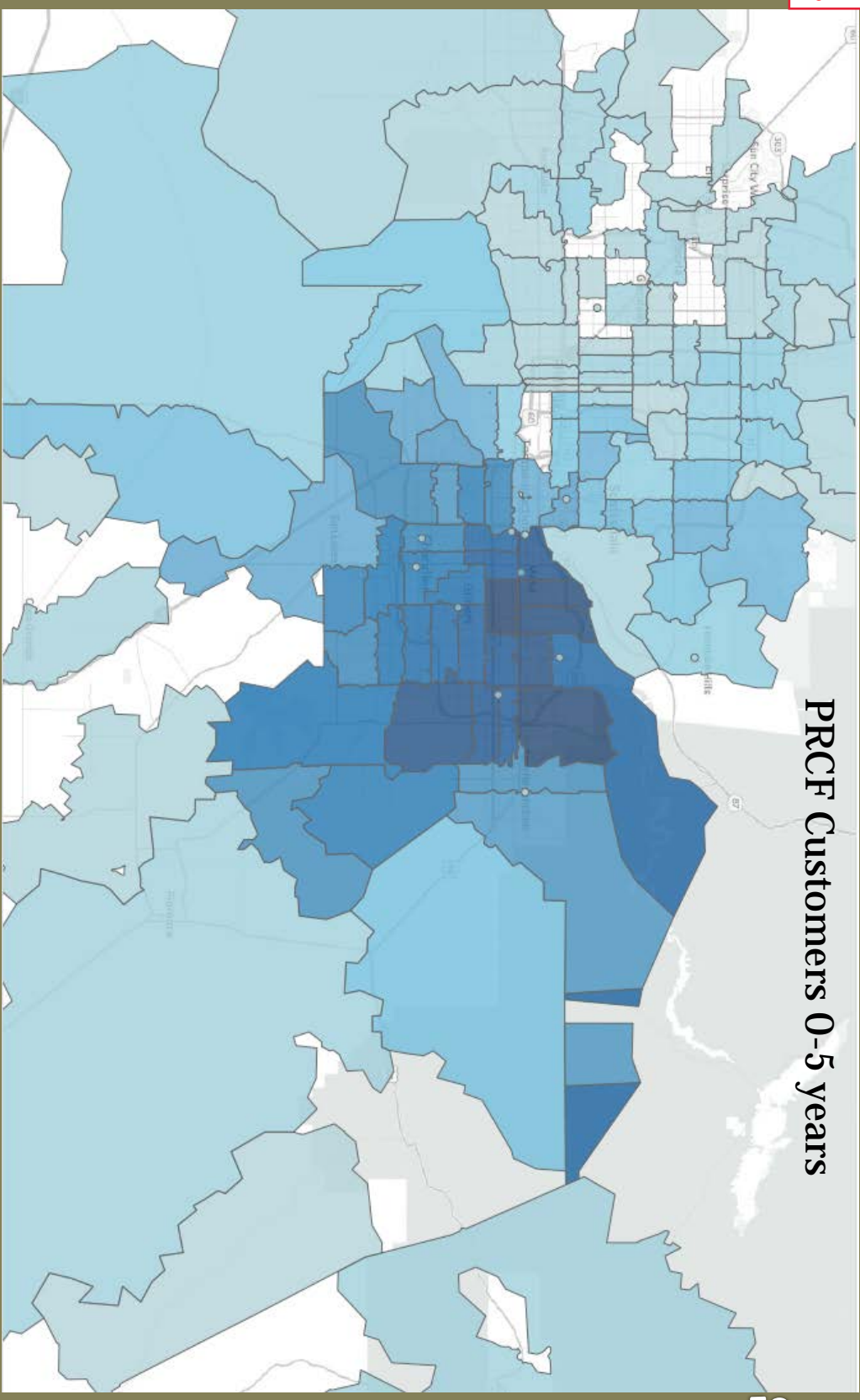


# Community Awareness

- My First Camp
- Wiggles & Giggles
- Safe Town
- Celebrate Mesa
- Playgrounds & Spray Pads



Mesa Parks, Recreation and Community Facilities  
**Your place to play**  
A CIPRA Accredited Agency



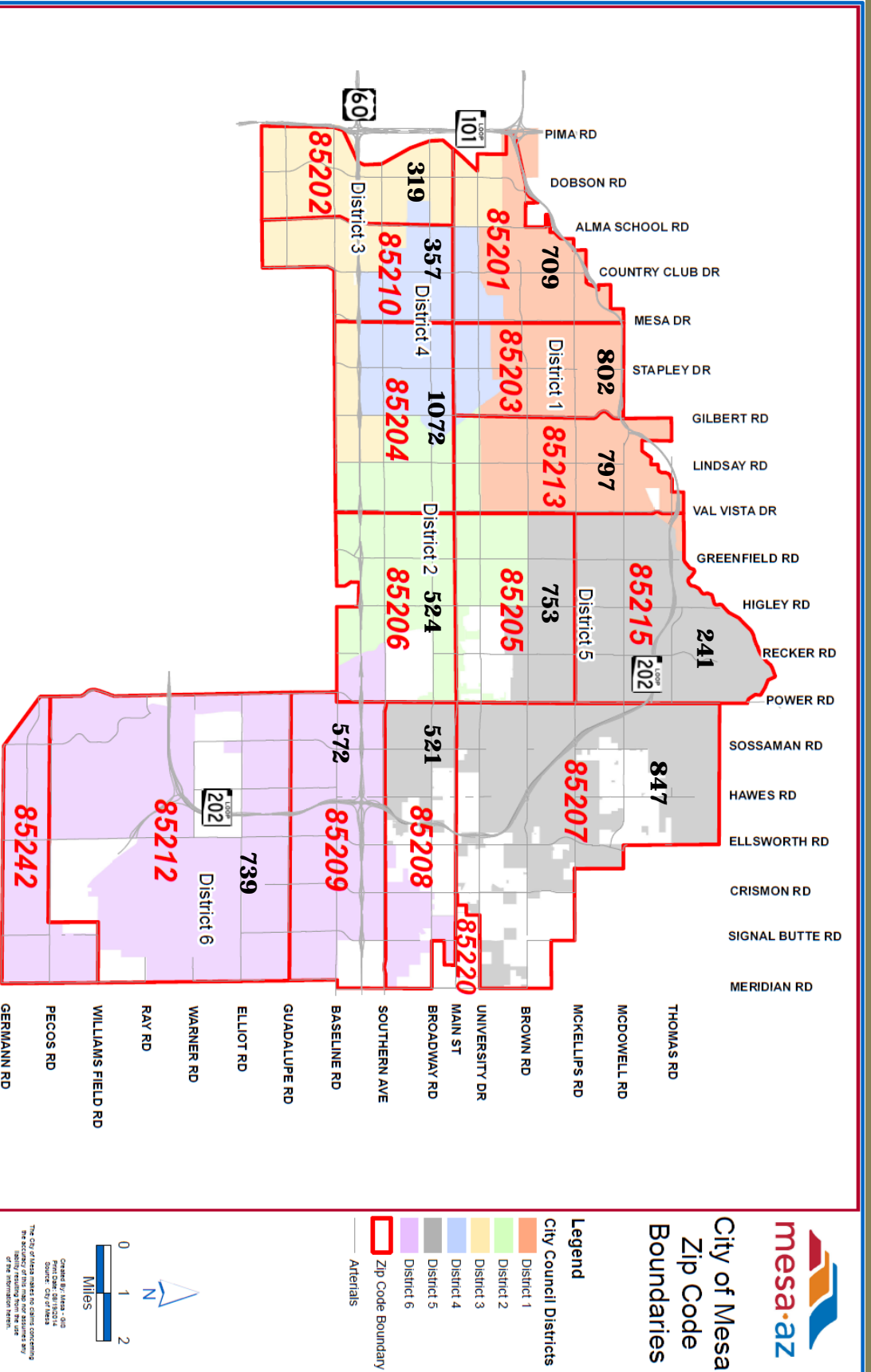
**PRCF Customers 0-5 years**

## Statistics/Demographics

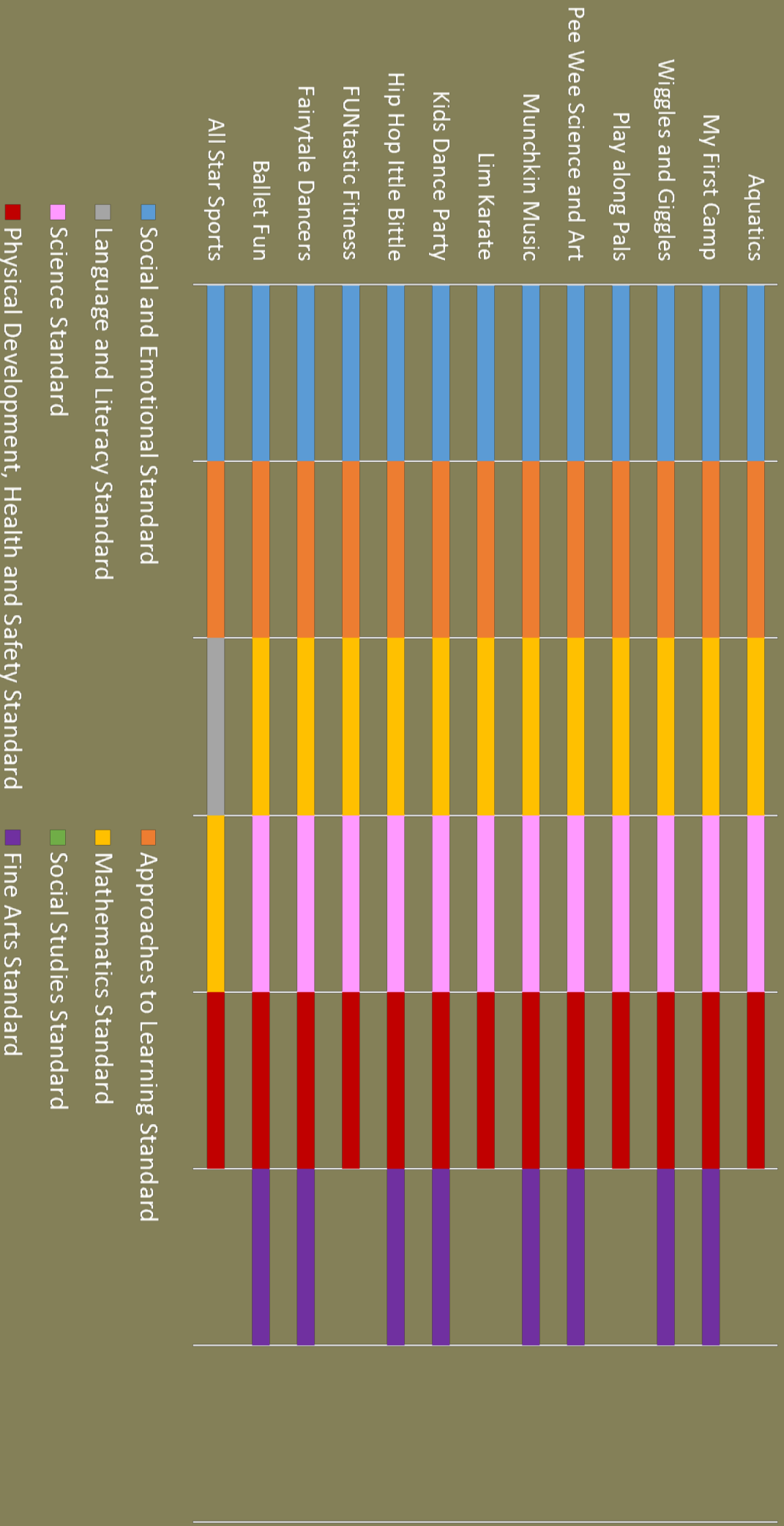
**FY16**

- Annual # of participants 0-5 years old = 7,732
- Mesa Residents = 96%
- Fee Assistance = 290 families, 2,533 youth

# PRCF 0-5 Participant Numbers – By Zip Code



# Parks and Recreation and Early Learning Standards





*... inspires children of all ages to experience  
their world differently through art, creativity  
and imagination.*

# PROGRAMS FOR EARLY LEARNERS

HUB



ArtVille



Whiteman Family Gallery



## ArtVille: Spaces & Activities for ages birth to 4/caregiver

- ▶ TOT Square & Train
- ▶ Performing Arts Center
- ▶ Wee Design & Big Blocks
- ▶ Puppets & Kitchen
- ▶ Garden & Living Room
- ▶ Arts Studio



## Artville: Programs

- ▶ Classes: Pre-Registered w/Fee
  - Messy Creations
  - Infant Messy Creations
  - STEAM Kids
- ▶ Programs: Drop-in
  - Artful Tales
  - Artful Tales Experience
- ▶ Special Programs:
  - Caterpillar's Footprint  
by Kerfuffle





# Artful Tales Experience

- ❑ Outreach & Library Partnership
- ❑ Over 1,000 served

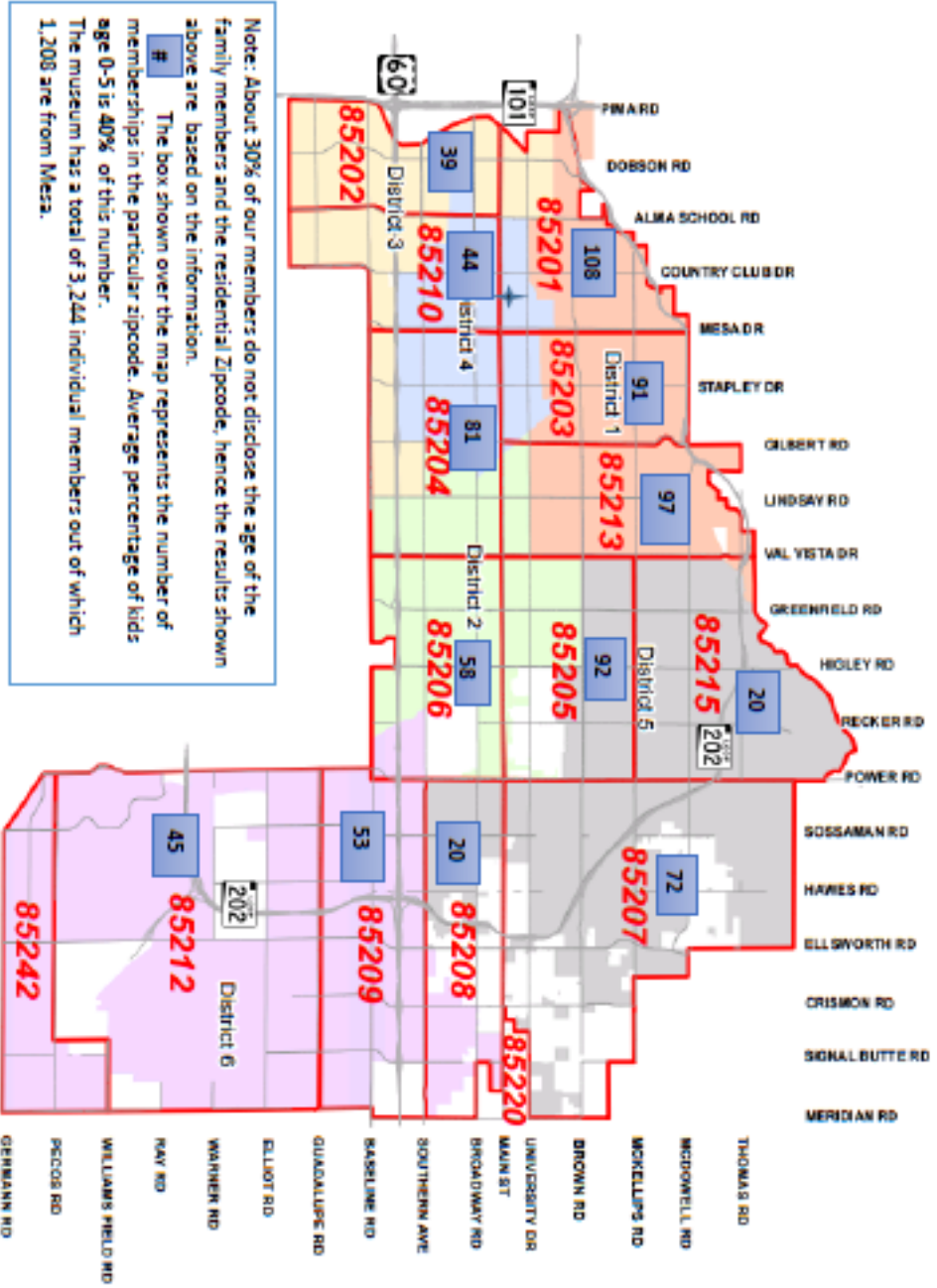


# Target Free Sundays & Access For All

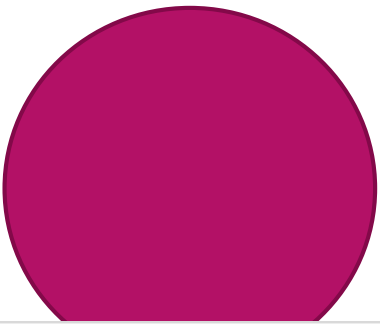
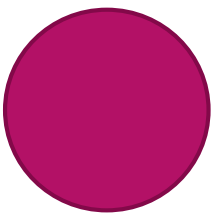
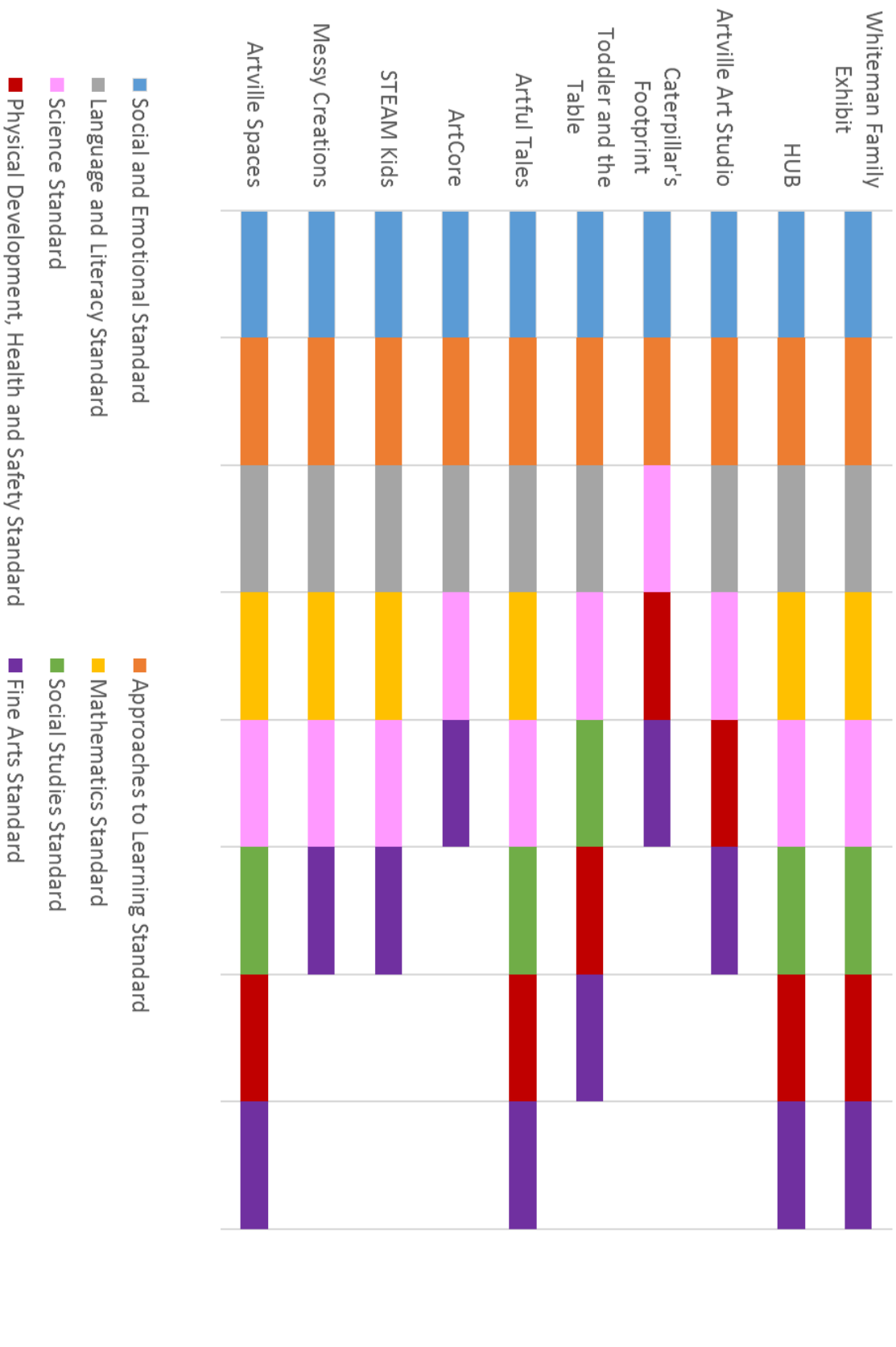
<u>FY</u>	<u>Total</u>
▼ 2013	11,856 Target
▼ 2014	12,317 Target
▼ 2015	7,247 Access
▼ 2016	<u>1,440</u> Access
	<b>32,860</b>



# Membership by Zip Code



## i.d.e.a. Museum and Arizona Early Learning Standards



# Options to Move Forward

- **Increase Awareness of Existing Programs**
  - Create new, shared branding/marketing strategy
- **Inspire New Collaborative Approaches**
  - Develop 'On My Way,' program i.e. enrichment programming at targeted schools
  - Apply for shared grants with ASU, MCC, First Things First, Helios, others to fund collaborative interventions.

# Options to Move Forward

- **Expand Access to Early Learning Enrichment**
  - Create “Mesa Packs”
  - THINKspot 2.0– Pre-K info. and resource Center
- Measure increased access and availability

# QUESTIONS?

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