In Attendance

Chairman Jerry Mitchell called the meeting to order at 3:02 p.m. in the Council Assembly Room. A quorum was present, including Vice-Chairman Ken Smith and Council members Carol Berz, Anthony Byrd, Demetrus Coonrod, Russell Gilbert, Chip Henderson, Darrin Ledford and Erskine Oglesby. Wade Hinton, City Attorney, and Kera Jackson, Administrative Support Assistant, were also present.

Others in Attendance

Mayor’s Office: Maura Sullivan (Chief Operating Officer); Regional Planning Agency: John Bridger (Executive Director); Transportation: Blythe Bailey (Administrator)

YFD: Lurone Jennings (Administrator), Ariel Ford (Deputy Administrator for Early Learning), Jason McKinney (Deputy Administrator for Education and Literacy), Rachel Howard (Director of the Office of Family Empowerment), David Banks (Career Development Coordinator), Gary Rudolph (Leadership Coordinator) and Greta Hayes (Director of Recreation)

Approval of Minutes

On motion of Councilman Henderson and seconded by Councilman Ledford, the minutes of the last meeting (March 6, 2018) were approved as published.

Ordinances (First Reading) – Agenda Items 6A through 6H

Upon no questions or comments, these items were closed.

Resolutions – Agenda Item 7F through 7J

Upon no questions or comments, these items were closed.

Resolution – Agenda Item 7K

Mr. Bridger responded to Councilman Henderson’s on whether clear cutting of trees would be done in the area. Upon no further questions or comments, these items were closed.

Resolutions – Agenda Items 7L through 7N

Upon no questions or comments, these items were closed.
Mr. Jennings opened the department report and introduced the division heads who would be presenting on their various divisions. The following topics were covered in their PowerPoint (see also attached):

- Early Learning/ Head Start (4 slides)
- Baby University
- Education Highlights
- Foster Grandparents
- Foster Grandparents – Program Snapshot
- Office of Family Empowerment
- Program Model
- Family Coaches
- FY 2018 YTD
- Career Development
- Success Stories – Career Development
- Teen Empowerment (3 slides)
- YFD Leadership Division (3 slides)
- My Brother’s Keeper Program
- Recreation
- Recreation – Food Program
- Recreation - Champions Club
- Recreation – Youth Development Camp
- Recreation – Warner park and Summit
- Recreation – OFE Contributions
- Capital Updates (2 slides)

The floor was opened for Council to ask questions. Discussion ensued on the following topics:

- Summer camps (Henderson)
- Vocational Training (Henderson)
- Lexia program (Henderson, Coonrod, Berz)
- Stem Program (Coonrod)
- Funding (Berz, Coonrod, Gilbert, Henderson)
- Efforts to get the word out about programs (Coonrod, Byrd, Berz)

Upon no further questions or comments, this item was closed.

Adjournment

There being no further business, Chairman Mitchell adjourned the meeting at 4:31 p.m.

Attachment: YFD PowerPoint Presentation
Head Start/Early Head Start

- **Mission**: Chattanooga’s Office of Early Learning strengthens families and their children through informed leadership and advocacy.
  
  1. Build a system of quality services informed by and responsive to families and young children
  2. Develop an early learning infrastructure that supports Chattanooga’s early learning system
  3. Raise community leadership, commitment, and public will to make early learning a priority
Head Start/Early Head Start

Baby University

- 37% increase in stable families
- 38% decrease in families experiencing acute instability
- 100% of teen moms on track to graduate high school
- No infant mortality
- Please see handout

EDUCATION/ LITERACY DIVISION

JASON MCKINNEY, DEPUTY ADMINISTRATOR
Education Highlights

- Lexia has 700 licenses that are in continuous use. We have partnered with HCDE to utilize Reading Eggs and Reading Plus to fill any gaps.
- Building STEAM activities throughout all centers
- Summer Programs including all camp participants will attend UTC for “Freshmen Orientation”
- Senior programs include supporting senior projects, FAFSA assistance, and Tennessee Promise programs.

FOSTER GRANDPARENTS
ANGELA HAYES, Director
PRESENTED BY JASON MCKINNEY
Foster Grandparents

- Foster Grandparent Volunteers are seniors age 55 and over who
  serve as mentor and tutors to children in Headstart Programs,
  Daycares and in HCDE classrooms.
- Foster Grandparents work to change the trajectory of children who,
  without one-on-one attention early on, would most likely always lag
  behind in the classroom and never catch-up.
- Foster grandparents help vulnerable children become smarter
  students and succeed in the classroom and in life.

Foster Grandparents Program Snapshot

- Currently 96 FG volunteers serve in 27 Non-profit educational programs
  (Headstart, daycares and HCDE classrooms) in the Chattanooga Community
- Volunteers collectively contribute more than 92,000 hrs annually to help
  students succeed in school and in life
- FGP volunteers serve, one on one, more than 270 students annually
- FG volunteers engage in 40+ hrs of In-service annually in areas which expose
  volunteers to classroom best practices. Community partners providing In-
  service to the FGP includes, HCDE, UTC, UnifiEd, Head Start, Chattanooga
  State, TN Childcare Licensing, etc.
Foster Grandparents

FY 2016-17 Outcomes

- Children in grades K-elementary receiving the service of a FGP volunteer:
  - 91% demonstrated some gains in literacy (based on pre/post Fountas & Pinnell Benchmark Assessment)
  - 83% demonstrated some gains in Math (based on pre/post easyCBM Benchmark Assessment)
- Children in early childhood education programs (head start/daycare) receiving service of a FGP volunteer
  - 91% demonstrated gains in social/emotional development (based on pre-/post E-Lap, Lap 3 assessment and classroom observations)
- Note: performance measures are administered by classroom staff. Improvements does not necessarily equate to grade level advancement.
OFFICE OF FAMILY EMPOWERMENT

APPROXIMATELY 20 PEOPLE REGISTERED FOR THE FAMILY COACHES TRAINING SESSIONS

Office of Family Empowerment
FY 2018 YTD

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Number of families achieving self-sufficiency</td>
<td>63</td>
</tr>
<tr>
<td>Number of individuals obtaining employment</td>
<td>103</td>
</tr>
<tr>
<td>Number of connections and referrals made to community partners</td>
<td>1950</td>
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</tbody>
</table>
Career Development Division

David Banks, PhD, CAREER DEVELOPMENT COORDINATOR

Career Development
Career Development

Trained 449
Employed 159

10 week program conducted at Howard High School preparing HS senior boys to succeed in life and workforce!
Career Development

► Success Stories
Ms. Janice Williamson employed at YFD
Mr. Brasswell employed at Tranco

TEEN EMPOWERMENT

JOE HUNTER & THOMAS BATTLE, PROGRAM COORDINATORS
YFD Teen Empowerment Center

- Monday YFD Eastdale Center
- Tuesday YFD Westside Center
- Wednesday YFD Carver Center
- Thursday YFD Eastdale Center
- Friday YFD South Chattanooga

- Collaboration with Urban League

LEADERSHIP DIVISION

GARY RUDOLPH, LEADERSHIP COORDINATOR

Collaboration with Urban League
YFD Leadership Division

FY18 Performance Measures:  # of Trained Leaders
# of Program Completers
# of Communities Served

Three Youth Development Initiatives

Chattanooga Ambassador Program
My Brother’s Keeper Chattanooga
Youth Opportunity Initiatives

Goal: Foster New Opportunities for Disconnected Youth

Methodology: “Aligning Existing Resources to Attract Additional Resources”

1. Job Training / Work Experience / College Prep / Programs
2. Partner Development & Support
3. Resources for Independence
4. Sustainability Strategy

Impact: Four communities and 125 youth, adults by end of FY18
YFD Leadership Division

**Chattanooga Ambassador Program**

- Leadership & Character-building Initiative
- Established 2013
- Fifth Generation of Boys & Girls
- Goals: College, Workforce, Outlook, Behavior
- 170 Students / 48 Weeks / 98% Success Rate
- Graduated 26 Students - Generation IV (January)
- Signed 30 Students - Generation V (February)

**My Brother’s Keeper Chattanooga Initiative**

Goal: Explore ways to improve outcomes for Chattanooga's boys and young men

**Youth Summer Leadership Camps**

- Served 100 Disconnected Youth
- Reducing Summer Learning Loss
- Instructional Programs for Younger Youth

**My Brother's Keeper Boys Conference**

- 75 Students focused on Decision-making (2017)
- 50 Students focused on Public Policy (April 4, 2018)

**2018 Spring and Summer Programs**

- Job Training & Placement (150)
- College Prep (100)
RECREATION DIVISION
GRETA HAYES, DIRECTOR

North River Civic Center- Sunset Concert Series (3rd Friday-Free to the public, 7pm-8pm), Community Events, Visual Artists Exhibition Program 2018, Daily Activities and Scheduled programs

Heritage House-The community’s recognition of the value we bring in both our public and private offerings is reflected by the popularity of Heritage House.
- At the end of last year 2016-17 we had hosted 174 private and public events.
- At the end of this fiscal year 2017-18 we will have hosted over 221 private and public events at Heritage House.
- We expect to host over 315 events in 2018-19 with additions to our dance and art classes and the new contracted non-profit’s meetings.

Eastgate Senior Center-
- SeniorCise Aerobics Class: This is a weekly senior exercise program that promotes health and wellness. The class has 35+ senior participants involved for one hour three days a week.
- Line Dancing: This is a class where senior participants have a fun way of staying active and engaged while moving the entire body through dance and music. It is offered four days a week with 60+participants.
- Computer Classes: The Eastgate Senior Center offers three computer classes twice a week. The three levels are beginning, intermediate, and advance. There is also an extensive waiting list of senior applicants for the Beginner’s class.
- Adult Coloring Class: This is a weekly class with 25+ senior participants and still growing. It is offered as a simple practice to help reduce stress, increase calmness and to promote creativity.
Recreation

- **Food program- CACFP:** January 2017 thru September 2017
- Served: 65,425 supper meals
- **SFSP:** June 2017 thru August 2017
- Served: Breakfast: 33,172
- Lunch: 43,160
- **CACFP:** October 2017 thru February 2017 and this grant goes through September 2017 excluding the summer months
- Served: 43,803 supper meals

Recreation

- **Champions Club- Economic Impact**
- FY 2016 - 2017 ( $ 2,674,200 )
- FY 2017 - 2018 ( $ 2,727,684 ) (Estimated)
**Youth Development Camp - New programs for Summer Camp 2018:**

1. A classically trained dancer is teaching Dance to the YFD campers. The instructor is committed to providing the kids with high caliber dance on performance and instruction to all that want to learn.

2. Learning the Ropes - Double Dutch jump roping classes will be taught to the kids.

3. Navy Week - Chattanooga is one of 14 cities selected across the nation for this event and it's a really big deal. The navy will have static displays, the dive team, the drill team, and lots of sailors in town the week of June 11 - 17.

4. Educational Seminar for all the sites, which is presented by the Health Department.

5. Public Safety Camp, which will expose participants to a career path in public safety.

6. UTC Summer Enrichment Program - Residence hall tours, coding activity in the library, campus tour, round table discussion with student athletes.

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**Warner Park and Summit:**

- **July 2016 - June 2017 Economic Impact**
  - WP: $6,714,000.00
  - Summit: $4,275,000.00
  - Total: $10,989,000.00

- **July 2017 - June 2018 Economic Impact**
  - Actual figures till March 4th
  - Warner Park: $5,408,700.00
  - Summit: $3,277,000.00
  - Total: $8,685,700.00
RECREATION

**OFE contributions:**

- Gathering data from CPD and YFD centers to develop strategic programming around surge weeks in crime to help reduce these occurrences.

- Conducting Conflict resolution training by certified agencies for all youth participants at YFD centers
  
  **YFD staff trainings**

- Gang training, Active Shooter training and CPR certifications

COMMUNICATIONS

KINAWA KAITIBI, COMMUNICATIONS COORDINATOR
Communications

- Website Development - Chattanooga.gov/youthandfamily has been further updated
- New tabs have been adjusted, developed/ being created for programs that were not recently showcased on website (i.e. Office of Family Empowerment, Office of Early Learning, Fitness Center and Therapeutic Recreation divisions)
- Contacts has been broadcasted and adjusted to appear on each individual section for easier navigation and assistance
- Outdated information has been updated and some are even under full reconstruction
- Social Media Presence
- Instagram - YFD page has increased tremendously to reach young adults. The average follow rate is 18-54 years of age showing a strong following of the majority of age groups that utilize social media mainly based in Chattanooga

- Another example displaying the increase of interaction with page to Facebook. Please note 2% decrease of page views of an average of 331 but still an increase in everything else meaning people are still showing supporting even though they do NOT come directly to the page because they like the material being shared!
Communications

- We have acquired 77 new followers since January 19th to bring to 2,656.
- Twitter- We increased followers and participation through acquiring 65 new followers.
- Facebook averages have increased approximately 556% on average per post. Example follows with a post receiving 1,355 reach.
- All social media have been improved through the use of Live Broadcasts, video uploads, and Official YFD and program logo attachments to pictures that were edited.
- YouTube Development - WYFD is about to drop within the next two weeks! Be on the lookout for a more informative and entertaining visual of what is going on at Youth and Family Development with YFD Blast! The latest addition to Chattanooga news! Positivity, Excellence, and Community!

Communications

- YFD Promotional Videos will start after the Presentation of YFD Blast! Here we will highlight each division of the department, programs, and of course star participants!

- News Stations and News papers have also been utilized throughout the past few weeks and will continue to be a driving promotional option for YFD!
YFD CAPITAL UPDATES
GRETA HAYES, RECREATION DIRECTOR

Capital update

- Since Fiscal year 2015/16 Mayor Berke has put a significant amount of Capital improvement dollars towards YFD center improvements. Over the course of the last 2 fiscal years we have made capital building enhancements to existing facilities that include roofs, HVAC systems resurfacing tennis courts, gyms floors and additions of security cameras.
- We have also added playgrounds, pavilions with seating and grills and fitness zones to most of our YFD center locations.
- Through our partnership with the Ronald McDonald House, Orange Grove and the Y we have added the new Miracle Field to our Warner Park softball complex.
- The new Avondale YFD center construction has begun and we are on currently track for on time completion.
- The East Lake YFD center project has begun it’s initial phase. The RFQ went out to the public for bid the first week of March and we have our first community input meeting scheduled on March 15th at 6:00pm at East Lake YFD center.
- Washington Hills has $200,000 in this years capital budget for design to determine the next phase in the master plan.
- Currently we are working on the following facility enhancements:
YFD CAPITAL UPDATES

- Working with IT to determine and our committee to determine the next locations for security cameras
- Getting both outdoor pools at Carver and Warner Park ready for the summer. Adding new Wibit pieces to both pools.

Roofs
- YFD center Advertised date for bids
- East Chattanooga 3/15
- East Dale 3/22
- JAP 4/15
- Carver 3/8
- Shepherd 3/1
- Warner Park 3/27
- Washington Hills- 4/15
- North Chattanooga-4/15

HVAC
- Location Advertise date for bids
- Pools (Brainerd and SC) 3/5
- Heritage House 3/12
- Carver next 2-3 weeks

Zoo expansion- this is moving forward slowly- wall in shop area should be installed by 3/12