

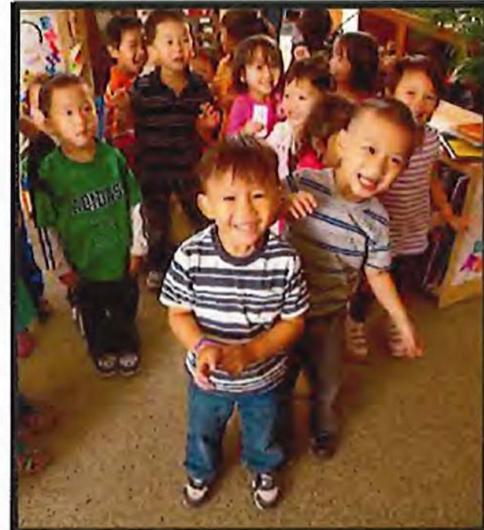


## Fall 2025 First 5 Sonoma County Commissioner Recruitment

First 5 Sonoma County is recruiting for one vacancy on the 9-member First 5 Board of Commissioners, specifically a local leader that represents one of the following categories:

- TK-12 public education systems
- Childcare Resource & Referral agencies
- Sonoma County Child Care Planning Council
- Municipal Government (Cities & Towns)
- Business Associations/Chambers of Commerce

Ideal candidates should have a strong understanding and interest in championing the needs, interests and concerns of Sonoma County's children, birth to five years, and their parents and caregivers. First 5 Sonoma County Commissioners play a key governance and decision-making role in the investment of significant state and local funding in programs and services across Sonoma County.



This recruitment also prioritizes the Commission's goal of increasing representation of Black, Indigenous and other People of Color in the governance of First 5 Sonoma County as members of the Commission. If you are interested in being appointed by the Board of Supervisors to serve on the Commission, please review the attached Commissioner description, complete the application and return via email to Maggie Wong, [mwong@first5sonomacounty.org](mailto:mwong@first5sonomacounty.org) **by 5pm on 10/16/25.**

First 5 invests in Sonoma County's youngest children by supporting programs, systems change and public policy that promotes optimal development from the prenatal stage through age five. Investments are made through a racial-equity lens and a targeted universalism approach: ensuring that the needs of those children and families farthest from opportunity are centered and that their voices are engaged and elevated in all of First 5 Sonoma's planning processes. A strategic plan provides guidance and is updated regularly to respond to trends impacting children and families. More information about First 5 Sonoma County's strategic plan, revenue sources and investments can be found on our [website](#).



## First 5 Commission Membership

*Three permanent ex officio members:*

- A member of the Board of Supervisors
- Director of the Sonoma County Human Services Department, or their designee
- Director of the Department of Health Services, or their designee

*Six at-large members, each member representing at least one of the following:*

- Organization focused on parenting, and/or early childhood development
- Private sector, businesses, business associations, chambers of commerce
- Child Care Planning Council or Resource & Referral Agency
- Post-secondary educator specializing in early childhood development
- Local TK-12 public education systems
- Local medical, pediatric, or obstetric associations
- Tribal organizations and communities
- City or town that has established policy and/or dedicated resources to promoting the healthy development of children
- Parent of a child who is a recipient of First 5-funded services

## First 5 Commissioner Roles & Responsibilities

1. Actively participate in strategic policy and funding decision-making processes that centers racial equity and addresses the needs of the most marginalized children.
2. Elevate critical issues impacting children's health and well-being in the community and advocate for policies and resources that promote optimal development.
3. Attend 10 monthly Commission meetings annually and actively participate as a member of 2 ad hoc or regular sub-committees.
4. Ensure fiscal accountability and ethical, responsible stewardship of public funds.
5. Uphold principles of fairness and transparency in government
6. Actively avoid all real or perceived conflicts of interest.
7. Complete Statement of Economic Interest (Form 700) and ethics training annually

## Reimbursement of Expenses

At-large members of the Commission may request to receive reimbursement for:

- \$75 per diem for meetings and half day events
- \$125 per diem for whole day events and meetings
- Mileage
- Cost of child care necessary to attend Commission and committee meetings



## First 5 Sonoma County Commissioner Application

*Return completed application via email to: [mwong@first5sonomacounty.org](mailto:mwong@first5sonomacounty.org)*

Name: Jessica Martinez	
Address: [REDACTED]	
Mailing Address: [REDACTED]	
Home Phone:	Business Phone: [REDACTED]
Cell Phone: [REDACTED]	Email: [REDACTED]
How long have you resided in Sonoma County? 30 years	
Present Occupation & Employer: Business Diversity & Inclusion Program Coordinator at the Sonoma County Economic Development Collaborative	

### RELEVANT PROFESSIONAL / COMMUNITY SERVICE:

District/Organization	Dates Served	Role/Position
Los Cien BRIDGE Program	9/21 - 11/6	BRIDGE Program Fellow

### Describe your work as a community leader and how it intersects with First 5's mission to promote optimal child development, including kindergarten readiness.

My work centers on creating equitable opportunities for small businesses, recognizing that economic stability is deeply connected to a families' ability to thrive. I collaborate with diverse partners to expand access to resources that promote financial empowerment, early education, and culturally responsive support for parents and caregivers.

Through initiatives that uplift underrepresented and historically marginalized communities, I strive to build inclusive systems where every family—regardless of background, language, or income—has the tools to change their economic trajectory via entrepreneurship. By strengthening families' financial foundations and connecting them to developmental and educational programs.

In essence, I see community leadership as a bridge between opportunity and access—fostering environments where diversity is celebrated, families are economically resilient.



**Describe your understanding of the role and responsibilities of the First 5 Sonoma County Commission.**

I understand that the Commission's role goes beyond funding programs or just attending a monthly meeting—it serves as a convener and advocate for equity, helping align public and private resources, data, and community voices to create systemic change. By integrating principles of inclusivity, collaboration, and fiscal responsibility, the Commission ensures that Sonoma County families have the resources needed to have a strong, healthy start in life.

**Describe your personal aspirations for what you hope to contribute as a First 5 Commissioner.**

Through my work at the EDC I've had the opportunity to get involved in the community and see how resources and programs can make real differences in the everyday life but also in the long term quality of life of our community members. While my work has directed me towards the business community, I want to expand my efforts to the families and children of Sonoma County. As a new mother myself and a Sonoma County native I feel that this work is vital to not only individual community members but also our county as a whole.

**Please describe any concerns or limitations that would impact your commitment to serve on the Commission for a two-year term (e.g. attendance at Commission and sub-committee meetings, preparation for meetings). Please note that Commission meetings take place 3:30-5:30pm on the 4<sup>th</sup> Monday of the month (January, February, March, April, May, June, August, September, October) and the 1<sup>st</sup> Monday in December.**

While I have my individual obligations and responsibilities such as work and family, I am committed to this opportunity and will make my best efforts to attend all meeting and events. Based on the information provided I do not foresee a significant barrier to the responsibilities.

**Please list two local references, including contact information.**

Marcos J. Suarez - Business Diversity & Inclusion Program Manager, Sonoma County EDC [REDACTED]

Magali Telles - Director of Operations, Los Cien Sonoma County [REDACTED]

**NOTE: Appointees will be required to take an Oath of Office and will be subject to filing an annual Statement of Economic Interest**

[REDACTED]  
Signature

10/21/25

[REDACTED]  
Date



## First 5 Sonoma County Commissioner Application

**Return completed application via email to: [mwong@first5sonomacounty.org](mailto:mwong@first5sonomacounty.org)**

<b>Name:</b> Pamela Cullum	
<b>Address:</b> [REDACTED]	
<b>Mailing Address:</b> [REDACTED]	
<b>Home Phone:</b> [REDACTED]	<b>Business Phone:</b> [REDACTED]
<b>Cell Phone:</b> [REDACTED]	<b>Email:</b> [REDACTED]
<b>How long have you resided in Sonoma County?</b> 2006	
<b>Present Occupation &amp; Employer:</b> Maternal Child Health RN, Fox Home Health	

### RELEVANT PROFESSIONAL / COMMUNITY SERVICE:

District/Organization	Dates Served	Role/Position
Sonoma HEALs Doula Program	May 2024-present	Program Director/Community Outreach
Child Care Planning Council	Sept 2025-present	Council Member
North Bay Black Chamber of Commerce	Jan 2025-present	Board Member-Policies
PetalumaHealth Center	August 2025	Certified Full Spectrum Doula

### Describe your work as a community leader and how it intersects with First 5's mission to promote optimal child development, including kindergarten readiness.

My work as a community leader directly aligns and powerfully intersects with First 5's mission to promote optimal child development and kindergarten readiness in three key areas: 1) As a Maternal Child RN, Road to Resilience and Certified Full Spectrum Doula, my primary focus is on the crucial prenatal and postnatal periods. 2) My role as Child Care Planning Council Member, gives direct intersection with kindergarten readiness to shape policies and allocate resources for early care and education programs, focusing on increasing availability, affordability and quality of environments where children develop cognitive, social, and emotional skills essential for entering school successfully. 3) As the Community Outreach Director and Board Policy Member, NBBCC, I address systemic factors that create disparities in child outcomes, ensuring local health and early childhood resources are equitably designed and accessible to underserved populations.



**Describe your understanding of the role and responsibilities of the First 5 Sonoma County Commission.**

The First 5 Sonoma County Commission is part of a statewide initiative (established by Proposition 10 tobacco tax funds) dedicated to supporting children from the prenatal stage through age five. Their fundamental role and responsibilities directly align with promoting optimal child development and ensuring children are ready for school. Ensure that all children in the county, from prenatal to age five, have the best possible start in life. Their efforts are heavily focused on early childhood development, health, and family support.

**Describe your personal aspirations for what you hope to contribute as a First 5 Commissioner.**

My primary aspiration: Ensure First 5 funding strategy focuses on a fully integrated "continuum of care" that truly links prenatal health outcomes to kindergarten readiness. I aim to achieve this by prioritizing perinatal health as the first step to school readiness, bridging the clinical-community divide giving me a unique lens on system barriers and to use the Commission to break down silos between healthcare systems and local early learning providers. I aspire to drive equitable access through data driven policy by translating policy into equitable practice.

**Please describe any concerns or limitations that would impact your commitment to serve on the Commission for a two-year term (e.g. attendance at Commission and sub-committee meetings, preparation for meetings). Please note that Commission meetings take place 3:30-5:30pm on the 4<sup>th</sup> Monday of the month (January, February, March, April, May, June, August, September, October) and the 1<sup>st</sup> Monday in December.**

I currently don't foresee any concerns or limitations that would impact my commitment to serve on the Commision for a two-year term.

**Please list two local references, including contact information.**

[REDACTED]

**NOTE: Appointees will be required to take an Oath of Office and will be subject to filing an annual Statement of Economic Interest**

October 19, 2025

[REDACTED]  
Signature

[REDACTED]  
Date

# First 5 Sonoma County Commission Application

## Applicant Information

Name: Kimberly Overshiner

Address: [REDACTED]

Mailing Address: [REDACTED]

Home Phone: [REDACTED]

Cell Phone: [REDACTED]

Email: [REDACTED]

How long have you resided in Sonoma County? 48 years

Present Occupation & Employer: Licensed Childcare Provider

## Relevant Professional / Community Service

District/Organization	Dates Served	Role/Position
Overshiner Family Childcare (Licensed Childcare Provider)	2004 – Current	Owner / Licensed Provider

### 1. Describe your understanding of the role and responsibilities of the First 5 Sonoma County Commission.

As a licensed childcare provider with 21 years of experience, I understand the role of the First 5 Sonoma County Commission is to bring both professional expertise and community voice into the decision-making process. Commissioners are responsible for attending monthly meetings, engaging in thoughtful policy and funding discussions, and ensuring that decisions center racial equity and prioritize the needs of our most marginalized children. I see the role as both a steward of public funds and an advocate for young children and families, working to address the critical issues that impact early childhood health, development, and well-being. My direct experience supporting families and children gives me a grounded perspective to uphold fairness, transparency, and accountability in this important work.

### 2. Describe your personal aspirations for what you hope to contribute as a First 5 Commissioner.

My aspiration as a First 5 Commissioner is to contribute my 21 years of experience serving families in Sonoma County to strengthen support for young children's health, development, and well-being. I have seen firsthand the challenges parents face in accessing resources, and I want to help ensure that all families—especially those who are most vulnerable—receive the support they need. My goal is to bring the perspective of a longtime childcare provider into the work of the Commission, helping shape policies and decisions that give every child in our community the best possible start in life.

**3. Please describe any concerns or limitations that would impact your commitment to serve on the Commission for a two-year term.**

I do not anticipate any concerns or limitations that would prevent me from fully committing to the Commission for a two-year term. I am prepared to adjust my childcare schedule, such as arranging a substitute or closing early, in order to attend the monthly meetings. I understand the importance of preparation and participation, and I am committed to giving the necessary time and energy to both Commission and subcommittee work. My family and community fully support my involvement, and I see this as a meaningful way to further serve children and families in Sonoma County.

**4. Please list two local references, including contact information.**

Carol Tuttle  
[REDACTED]  
[REDACTED]

Jennifer Bartson  
[REDACTED]  
[REDACTED]

**5. Describe your work as a community leader and how it intersects with First 5's mission to promote optimal child development, including kindergarten readiness.**

For over 21 years, I have served Sonoma County families as a licensed childcare provider, supporting children from infancy through preschool and preparing them for a strong start in kindergarten. Through my work, I have partnered closely with parents, connecting them with resources and guidance that strengthen both their children's development and their family well-being. I see my role not only as an educator but as a community leader—creating a safe, nurturing, and inclusive environment for children of all backgrounds. My daily experience gives me firsthand knowledge of the challenges families face, from accessing affordable care to navigating developmental needs. This perspective directly aligns with First 5's mission to promote optimal child development and ensure every child enters school healthy, supported, and ready to learn. By serving on the Commission, I hope to elevate the voices of families and providers in shaping policies that improve outcomes for young children across Sonoma County.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_