



# COUNTY *of* VENTURA

COUNTY EXECUTIVE OFFICE  
**SEVET JOHNSON, PsyD**  
County Executive Officer

**Mike Pettit**  
Assistant County Executive Officer

**Scott Powers**  
County Chief Financial Officer

**Danielle Keys**  
County Human Resources Director  
Labor Relations

September 10, 2024

Board of Supervisors  
County of Ventura  
800 South Victoria Avenue  
Ventura, CA 93009

**SUBJECT:** Appointment of Dr. Loretta Denering to the Children and Families First Commission of Ventura County (also known as "First 5 Ventura County").

## **RECOMMENDATION:**

Appoint Dr. Loretta Denering to the Children and Families First Commission of Ventura County in accordance with section two, subdivision (b) of Ordinance 4614, for a three-year term, ending September 10, 2027.

## **FISCAL/MANDATES IMPACT:**

There is no fiscal impact. This appointment is mandated under Ordinance 4614. Section two, subdivision (b) of the Ordinance specifies that the County Executive Officer recommend two Commission members to be selected from among the County Health Officer and persons responsible for the management of County children's services, public health services, behavioral health services, social services and substance abuse prevention and treatment services.

## **STRATEGIC PLAN:**

The recommended action aligns with the County's Strategic Plan Priority of Healthy, Safe, and Resilient Communities Goal #1 to provide equitable and timely access to quality healthcare, mental health, and public health services.

## **DISCUSSION:**

In 1998, California voters adopted Proposition 10, which increased the state surtax on cigarettes and other tobacco products to fund early childhood development programs.

Your Board then established the Children and Families First Commission of Ventura County, also known as "First 5 Ventura County," to administer Proposition 10 tobacco tax funds. With an annual operating budget of approximately \$11 million, the nine-member Commission allocates funds directly to organizations throughout Ventura County to support programs and services to families with children from birth to five years old.

The current ordinance authorizing First 5 Ventura County is Ordinance 4614, which your Board enacted in 2023. Section two, subdivision (b) of the ordinance specifies that the County Executive Officer recommend two Commission members to be selected from among the County Health Officer and persons responsible for the management of County children's services, public health services, behavioral health services, social services and substance abuse prevention and treatment services.

Dr. Loretta Denering has nearly 20 years in public healthcare services working with early childhood and perinatal populations at UCLA, Los Angeles County and Ventura County in Public Health and Behavioral Health participating in research, evaluation, and administration activities. She has a BA in Psychology, MS in Clinical Psychology and Doctorate in Public Health. She currently serves as the Behavioral Health Director for the Ventura County Behavioral Health Department since June 2024.

This letter has been reviewed by County Counsel and the Auditor-Controller's Office. If you have any questions, please contact James Importante, Program Management Analyst at 805-654-5088.

Respectfully,

A handwritten signature in blue ink, appearing to read "Sevet Johnson", written in a cursive style.

Sevet Johnson, PsyD  
County Executive Officer