

**SAN LUIS OBISPO COUNTY  
HEALTH COMMISSION**

Minutes of Meeting

Monday, December 12, 2011 (County Board of Supervisors Chambers)

Members Present: Susan Warren (Vice Chair), Jesse Arnold, David Clous, Tracy Del Rio, Lynn Enns, James Pope, Anne Quinn, Jean Raymond, Mary Jean Sage

Members Absent: Ed Guarena (Chair)

Staff Present: Jean White

Speakers: Barry VanderKelen (SLO County Community Foundation); Rick London (United Way of SLO County)

Agenda Item	Discussion	Action	Who/When
<b>1. Call to Order</b>	Meeting called to order by Vice-Chair Susan Warren at 6:00 p.m.	<i>Call to order</i>	<i>Vice-Chair Warren</i>
<b>2. Approval of Minutes</b>	Commissioner Arnold wanted to clarify that his question about whether a commissioner had to vote “yes or no” on an issue had been answered by Commissioner Odell. A commissioner can only abstain from a vote if they have a conflict of interest. A presentation from County Counsel is still on the list of agenda topics for this year. Minutes were approved as corrected.	<i>Minutes approved with clarification.</i>	<i>Clous/Arnold/All</i>
<b>3. Public Comment</b>	No public comment.		
<b>4. Update on San Luis Obispo County Non-Profits</b>	<p><b>Barry VanderKelen, Executive Director, San Luis Obispo County Community Foundation,</b> provided a Power Point update on San Luis Obispo County nonprofits, explaining that there are 1,106 501c3 organizations in SLO County, with 1/3 having annual revenue under \$25,000. Nonprofits with revenue greater than \$25,000 are required to submit a Form 990. Form 990’s showed an annual total revenue of \$379 million dollars for SLO County; 15 million below pre-recession and an 8% decline in revenue per nonprofit. In order for a recovery to occur, consumer confidence must increase. He talked about how SLO County ranks compared to other California counties: Number of nonprofits (1,106 - 21<sup>st</sup>), number of nonprofits per County resident (.0041 – 18<sup>th</sup>), number of nonprofits with annual revenue greater than \$25,000 (742 - 26<sup>th</sup>), number of nonprofits with annual revenue less than \$25,000 (364 - 33<sup>rd</sup>), total revenue to nonprofits (\$378,683,714 - 30<sup>th</sup>), and total revenue per nonprofit (\$342,390 - 38<sup>th</sup>). The largest source of revenue for nonprofits in SLO County comes from program services &amp; contracts (45%); with the second largest source of revenue from contributions, gifts &amp; grants (43%). Special events only provide about 1% of revenue, but help to raise awareness and attract attention to the cause. Investment income is significantly lower than before the recession.</p> <p>Mr. VanderKelen explained that “the San Luis Obispo County Community Foundation is a public trust established to assist donors in building an enduring source of charitable funds to meet the changing needs and interests of the community.” Founded in 1988, they have assets of \$31 million and have made grants totaling more than \$16 million.</p> <p><b><u>Commissioner Questions/Comments:</u></b>  <b>Commissioner Clous</b> referred to a recent article in <i>The Tribune</i> that portrayed a negative picture in terms of the amount of money that marketing organizations were taking from donations vs. what was actually going to the charity. (<i>Mr. VanderKelen explained that the article was written by California Watch for the Center for Investigative Reporting and focused on 13 nonprofits and their relationship to professional fundraising firms. He explained that there are over 107,000 nonprofits in the State of California; so important to keep that in</i></p>		

*perspective. He did note that there are some disreputable fundraising firms, so persons should ask questions about the relationship between the solicitor and the organization, how much it costs to raise a dollar (both must be disclosed) and about the contract and if it guarantees a certain amount of money to the nonprofit and what happens to anything raised in excess of the guarantee. He noted the importance for the donor to take responsibility – call the nonprofit and ask questions. Most fundraising firms are reputable and add value to the organization.)*

**Commissioner Quinn** asked if Mr. VanderKelen was aware of the current status of the Literacy Council. *(Mr. VanderKelen explained that the Literacy Council’s funding mechanism is challenged right now. They are heavily dependent on the work of the legislature in Sacramento, which is not a good position to be in.)*

**Commissioner Arnold** asked about types of restrictions placed by charitable donors. *(Mr. VanderKelen explained that restrictions made by donors are usually that the money be used for a particular purpose rather than at the discretion of the Board of Directors of the nonprofit organization.)*

**Commissioner Arnold** asked if when a person sets up a small endowment, if they can put a restriction on where their money is invested. *(Mr. VanderKelen explained the difficulties with this type of restriction because of the unknowns 20 years from now. Many people will ask that their money not be invested in specific things like tobacco, firearms, alcohol, which is a bit easier to accommodate.)*

**Commissioner Arnold** asked if a person could put a restriction on investing in companies that do not support a specific cause. *(Mr. VanderKelen explained this could be accommodated depending upon the relationship between the nonprofit and the investment advisors. He explained that if the fund is small enough, it will go into a mutual fund with no leverage at all to say you will not do x, y, z company.)*

**Commissioner Arnold** asked how many people in the organization are working with the endowment. *(Mr. VanderKelen explained that the 15 person Board of Directors is responsible for the endowment. They have a finance & investment committee that monitors it regularly. All together, there are about 24-27 people that are making sure that the endowment is on track.)*

**Commissioner Arnold** asked for more clarification on when funds are invested in mutual funds. *(Mr. VanderKelen explained that if a person gives money to a nonprofit, the nonprofit will probably only be able to access mutual funds. If it is given to someone larger, like the Community Foundation, there are institutional managers, with a little more control and influence over how that money is invested.)*

**Commissioner Arnold** asked which nonprofits in our County help to get people into housing. *(Mr. VanderKelen named Prado Day Center, People’s Self Help Housing, Family Care Network, ECHO, Five Cities Homeless Coalition, Community Foundation’s Fast Forward Home, and Transitions Mental Health.)*

**Commissioner Warren** referred to data presented that SLO County has more nonprofits per capita than Santa Barbara County, but commented that Santa Barbara County is more well off with a number of foundations and the amount of spending per capita. *(Mr. VanderKelen explained that Santa Barbara has been a destination for “old money” for many years. The Community Foundation of Santa Barbara County is celebrating their 60<sup>th</sup> anniversary and San Luis Obispo is celebrating their 13<sup>th</sup>. The Community Foundation of SLO tries to make sure that people coming to SLO County understand the need to invest in where they live now. Mr. VanderKelen also noted that Santa Barbara County is being overwhelmed by the needs of Santa Maria, with most the money in Santa Barbara and Montecito.)*

**Commissioner Warren** asked how the charitable programs work through the State employees. *(Mr. VanderKelen referred to Mr. London to address. Mr. London, Chief Executive Officer of United Way, explained that the Victim Compensation and Government Claims Board assists with the administration of the California State Employees Charitable Campaign. This campaign provides a fund-raising drive that allows state employees to direct regular contributions from their paychecks to charitable organizations. United Way*

	<i>administers the program. Donations are down, but beginning to stabilize, as furloughs start to taper off.)</i>		
<p><b>5. Overview of United Way Programs</b></p>	<p><b>Rick London, Chief Executive Officer, United Way of SLO County</b>, provided a Power Point overview of United Way of SLO, including history, background, mission, and an overview of some of their programs. United Way was established in 1958, is volunteer-led, with an independent Board, and their money stays local. United Way is focused on 1) Education (<i>helping children and youth achieve their potential</i>); 2) Income (<i>promoting financial stability and independence</i>); and 3) Health (<i>improving all people’s health</i>). Mr. London talked about the Community Impact Fund where grants are awarded annually to nonprofit organizations. He listed the agencies that were funded in each of the 3 above-mentioned focus areas.</p> <p><b>Mr. London</b> walked through some of the United Way programs:</p> <ul style="list-style-type: none"> <li>▪ <b>2-1-1:</b> an information and referral phone line (taken over from Hotline). They have a new database that will be rolled out in the New Year and also will be partnering with the Office of Emergency Services, who is developing a reverse 911.</li> <li>▪ <b>Bornlearning:</b> a program that shares online resources and bilingual materials with parents and caregivers to help them be their child’s first teacher; offering two bornlearning trails at Mitchell Park and Oceano Elementary with outdoor activities for adults &amp; children to do together.</li> <li>▪ <b>Dolly Parton’s Imagination Library:</b> A program that allows sponsorship of a child age 0 through 5<sup>th</sup> grade to receive a new, age appropriate book every month.</li> <li>▪ <b>Youth Board:</b> A leadership training program for high school students.</li> <li>▪ <b>Money Talks for Teens:</b> a financial literacy course for high school seniors.</li> <li>▪ <b>We Can Get Along:</b> a 6-week class series for pre K-9 school teachers and parents to expand their capability to relate effectively in the class environment.</li> <li>▪ <b>Prescription Drug Discount Cards:</b> partnering with the County to provide Coast2Coast RX cards, for a 30-40% discount on prescriptions drugs at pharmacies.</li> <li>▪ <b>Kid Spree:</b> partnering with Kohl’s, a volunteer program where children shop for new school clothes.</li> <li>▪ <b>Stuff the Bus:</b> partnering with Kohl’s, a program that helps teachers buy school supplies.</li> <li>▪ <b>Emergency Food &amp; Shelter Program:</b> Administered by UW, a national program, overseen by FEMA, to help fund agencies providing food and shelter throughout the county in emergencies.</li> </ul> <p><b>Mr. London</b> advised that on September 13, 2011, United Way and China Charity Foundation signed a partnership agreement. The new partnership will pursue strategies to develop employee engagement and community initiatives in education, income and health across the People’s Republic of China.</p> <p><b><u>Commissioner Questions/Comments:</u></b></p> <p><b>Commissioner Raymond</b> referred to the changes being made to 2-1-1 and commented that there was discussion at the Sr. Symposium that although the resources are there, people don’t know how to access them. (<i>Mr. London explained that since United Way took over 2-1-1, they have been working diligently to update the database. They now have new software and will be doing outreach over the next 60 days to all of the agencies to verify their information. He explained some of the confusion that happened when Hotline went out of business – United Way took over the corporate entity Hotline and became the 2-1-1 Authority, while Transitions Mental Health continued the crisis calling component of Hotline and continued using the name Hotline. They hope to create a more aggressive marketing campaign to increase awareness, including more outreach to seniors.</i>)</p> <p><b>Commissioner Warren</b> referred to discussion at the Adult Services Policy Council about the lack of the old</p>		

	<p>Hotline directory. She asked if there will be a hard copy of the directory available. <i>(Mr. London advised that the directory will only be available online, due to costs of maintaining hard copies.)</i></p> <p><b>Commissioner Warren</b> asked about the # of calls received since UW took over 2-1-1. <i>(Mr. London answered approx. 7,000 calls annually. When they took over, the calls were at approx. 15,000, but Hotline was also doing a night service for various agencies and the crisis calls are still being handled by Transitions.)</i></p> <p><b>Commissioner Arnold</b> asked how the drug discount card is financed. <i>(Mr. London explained that the Pharmacy Benefit Managers are distributors to the manufacturers, so manufacturers are getting less money.)</i></p> <p>Commissioner Arnold suggested that another strategy might be to get customers to use the card that otherwise would not have purchased their product.</p> <p><b>Commissioner Arnold</b> referred to a program in Santa Barbara County that provides a safe place for homeless people with vehicles to park and sleep. He asked about any ongoing efforts for a similar program in San Luis Obispo County. <i>(Mr. London advised that there are grassroots efforts for a program in SLO County, but there are zoning issues and it is controversial over where to do this. United Way of SLO County is the fiscal agent for the Homeless Service Oversight Council, which would be a good place to advocate.)</i></p> <p><b>Commissioner Arnold</b> commented that FEMA would be involved if there were a natural disaster and is concerned about people in our community who don't have vehicles to sleep in or a safe, legal place to pitch a tent. <i>(Mr. London agreed that economic disaster is not seen as other kinds of natural disasters, unfortunately.)</i></p> <p><b>Commissioner Warren</b> asked for an update on the Non-Profit Support Center. <i>(Mr. VanderKelen advised that the Nonprofit Support Center closed, but that the Community Foundation Board voted to absorb the SLO County portion of it (NSC-SLO). The legal concept is a Type 1 Supporting Organization of the SLO Community Foundation with a separate Board of Directors. Mr. VanderKelen referred to the NSC-SLO website at supportcenter.org for a calendar of activities, classes, workshops &amp; programs. Persons do not have to be affiliated with a nonprofit to enroll.)</i></p>		
<p><b>6. Health Agency Report</b></p>	<p>No report.</p>		
<p><b>7. Health Commissioner Updates</b></p>	<p><b>Commissioner Warren:</b> No report.</p> <p><b>Commissioner Pope:</b> No report.</p> <p><b>Commissioner Quinn:</b> Attended her “first” First 5 Commission meeting and reported from the meeting that the First 5 Board approved unanimously sending a letter to the Board of Supervisors supporting smoke free outdoor areas surrounding County buildings, including a request to extend smoke free areas to County parks in the future. There was also an update on the Oral Health Initiative and the need for another pediatric dentist to help address the needs of the children in our County. It was reported that CHC has implemented a “co-efficient” model, where children are now given an oral health evaluation and fluoride wash when they visit their pediatrician. Commissioner Quinn also reported that First 5 is appealing to the Board of Supervisors to create a “Bill of Rights” for children. When a Bill of Rights is finalized, First 5 will possibly be asking for support from the Health Commission.</p> <p><b>Commissioner Quinn:</b> Provided a handout that included a press release from the California Department of Education regarding 2011 Physical Fitness Test results. She referred to Page 2, showing the results for San Luis Obispo County. The 2011 Physical Fitness Test results for schools are available on the California Department of Education website at <a href="http://www.cdc.ca.gov">www.cdc.ca.gov</a>.</p> <p><b>Commissioner Arnold:</b> Received information from Edie Kahn at the AIDS Support Network that the</p>		

	<p>“Walk For Life” fundraiser raised over \$75,000. This year, these funds will also help fund the SLO Hep C Project, which is under the same board.</p> <p><b>Commissioner Clous:</b> No report.</p> <p><b>Commissioner Enns:</b> Attended the SART Advisory meeting. This group meets 2-4 times per year to address policy issues regarding SART.</p> <p><b>Commissioner Del Rio:</b> Announced that the Children’s Oral Health Summit will be held on February 24, 2012, with registration opening on January 10. Information is available at slooralhealth.org.</p> <p><b>Commissioner Sage:</b> No report.</p> <p><b>Commissioner Raymond:</b> Attended the Adult Service Policy Council meeting on December 7<sup>th</sup>, where Kris Kington-Barker made an informative presentation about Hospice of San Luis Obispo County, comparing volunteer hospices and hospices that are driven by healthcare and reimbursements from Medicare. Commissioner Raymond also reported that the Board of Supervisors made a request to the Adult Services Policy Council to look at healthcare losses in the continuum of care. The group will be looking at gaps and duplications of services in the County and preparing a report.</p> <p><b>Public Comment:</b>  <b>Kena Burke, Community Health Centers of the Central Coast,</b> attended the First 5 Commission meeting and clarified that there are 17,000 children who are Medi-Cal in this County. She explained that there are many providers in San Luis Obispo County who are providing Medi-Cal services to children, including Clinica de Tolosa and several pediatric assessments in the community. CHC is also providing oral health services to children and making use of the co-location of their dental and medical services, by providing oral exams, fluoride varnish, referrals &amp; education. Oral health coverage for children is a priority for First 5. They have had two oral health summits, with the next one scheduled on Feb 24<sup>th</sup>.</p>		
<p><b>8. Committee Reports</b></p>	<p><b><u>Nominating Committee:</u></b> Commissioner Arnold reported that David Odell has resigned from the Commission. The vacancy has been posted at the Clerk Recorder’s Office. There is one alternate “Consumer” on file who will be contacted to see if they remain interested. Commissioner Arnold thanked and commended Commissioner Odell for his many years of service and wanted to ensure that a Certificate of Appreciation will be sent.</p> <p>No other committee reports.</p>		
<p><b>9. Prospective Future Items</b></p>	<p><b><u>January 2012</u></b></p> <ul style="list-style-type: none"> <li>▪ Update on Operation Medicine Cabinet – <i>Invite Chief Olivas, Morro Bay Police Department</i></li> <li>▪ Brown Act / Conflict of Interest – <i>Invite County Counsel</i></li> </ul> <p><b><u>February 2012</u></b></p> <ul style="list-style-type: none"> <li>▪ Pesticide Update -- <i>Janice Campbell, Ag Department</i></li> </ul> <p><b><u>Suggested Future Topics:</u></b></p> <ul style="list-style-type: none"> <li>▪ Commissioner Enns suggested having a presentation on the new free clinic.</li> <li>▪ Commissioner Warren suggested inviting Office of Emergency Services to talk about emergency protocols / Reverse 911.</li> <li>▪ Commissioner Raymond asked if a program was being planned for prescription drug abuse.</li> </ul>		
<p><b>10. Adjournment</b></p>	<p>Motion to adjourn at 7:40 pm</p>	<p><i>Meeting adjourned.</i></p>	