

# Opportunity Conference Steering Committee

## Meeting Agenda

April 6, 2010

10:00 am to 12:00 pm

Department of Social Services, 3433 S. Higuera, Room 115, San Luis Obispo, CA 93401

Steering Committee Members	Agenda Items	
<p><b>Evelyn Ruscki, Chair</b> Belinda Benassi, Social Services Casandra Blangsted, Social Services Phyllis Braiotta, CAPSLO Tracy Buckingham, Social Services Dawn Catimer, CHC Tom Clough, HSOC Lee Collins, Social Services Pam Dudley, Public Health John Elfers, SLO County Office of Ed Robert Ellis, CAPSLO Cathy Enns, Food Bank of SLO Joyce Fields, Social Services Susan Fuller, Social Services Pati Garcia, Social Services Mark Haas, Social Services Carl Hansen, Food Bank Jenny Hart, Social Services Barbara Hoffman, Cuesta &amp; Aspiranet Diana Horn, Social Services Vickie Jarvis, CAPSLO Abby Lassen, California Rural Legal Assistance Kat Lauterback, Social Services Wendy Lewis, Food Bank of SLO Leslie McKinley, CAPSLO Jan Maitzen, The LINK Christopher Monza, Social Services Julia Miller, Social Services Shana Paulson, CAPSLO Hunter Perry, Cuesta College Debbie Peterson, City of Grover Beach Shanta Rao, Social Services Elise Roberts, Social Services Nancy Shakeri, Social Services Melinda Sokolowski, CAPSLO Teresa Tardiff, CASA Dee Torres, CAPSLO Natalie Walter, Social Services Susan Warren, North Co Connection Connie Willard, CCTA</p>	<p><b>Introductions and Welcome</b></p> <p><b>Opportunity Conference</b></p> <p><b>Subcommittee Development</b> (Committee descriptions and chairs)</p> <ul style="list-style-type: none"><li>• <b>Aged and Disabled</b></li><li>• <b>Fundraising</b></li><li>• <b>Logistics and Organization</b></li><li>• <b>Media and Public Relations</b></li><li>• <b>Child Events</b></li><li>• <b>Recruitment (Navigators &amp; Participants)</b></li><li>• <b>Volunteers</b></li></ul> <p><b>Other Business</b></p> <ul style="list-style-type: none"><li>• <b>Logo Selection</b></li><li>• <b>Opportunity Conference Website</b></li></ul> <p><b>Next Meeting</b></p> <ul style="list-style-type: none"><li>• <b>May 4, 2010</b></li></ul>	<p><b>Evelyn Ruscki</b></p> <p><b>Natalie Walter</b></p> <p><b>Evelyn Ruscki</b></p> <p><b>Evelyn Ruscki</b></p> <p><b>Chris Haggie</b></p>

**Poverty Steering Committee Meeting**  
**Minutes of April 6, 2010**

**Present:** Belinda Benassi, Phyllis Briaotta, Cathy Enns, Carl Hansen, Jenny Hart, Vickie Jarvis, Abby Lassen, Kat Lauterback, Wendy Lewis, Jan Maitzen, Leslie McKinley, Julia Miller, Christopher Monza, Shana Paulson, Hunter Perry, Shanta Rao, Evelyn Ruscki, Nancy Shakeri, Melinda Sokolowski, Teresa Tardiff, Dee Torres, Natalie Walter, Connie Willard

**Absent:** Casandra Blangsted, Tracy Buckingham, Dawn Latimer, Tom Clough, Lee Collins, Pam Dudley, John Elfers, Robert Ellis, Richard Enfield, Joyce Fields, Susan Fuller, Pati Garcia, Mark Haas, Barbara Hoffman, Diana Horn, Debbie Peterson, Liz Repp, Elise Roberts, Susan Warren, Shannon White-Bond

**Guests:** Jane Pomeroy, CRLA

---

### **Introductions and Welcome**

- Evelyn Ruscki called the meeting to order at 10:10 a.m. Welcome and introductions followed. Evelyn announced that there were copies available of the March 25, 2010 Tribune article about Donna Beegle and her poverty work. Evelyn also reported that we have two tentative dates in February 2011 for the Opportunity Conference (Evelyn agreed to email committee members the exact two dates in question). There was some interest from the committee in having “a mini poverty training”, perhaps as part of the May 4 meeting when Barbara will be here to do the Navigator training.

### **Opportunity Conference**

- Natalie suggested the committee review the Opportunity Conference handouts (Becoming a Volunteer Navigator; What is an Opportunity Conference?; povertyBridge brochure; and the Opportunity Conference budget). She reported that the budget is basically solid—rates and fees standard and reasonable. Natalie reported that Donna Beegle will spend a half day with the participants. Evelyn and Natalie suggested the subcommittees determine which community partners, and who from each agency, should be invited.

### **Subcommittee Development**

- Evelyn brought up the costs to the various committees and Phyllis suggested keeping fundraising as one committee that raises money for all subcommittees.
- Aged and Disabled: Julia asked what resources or opportunities are available for the aged and disabled subcommittee. The committee discussed keeping this subcommittee as the elderly may have something to offer others. The committee agreed to change the name of this subcommittee to “senior and/or disabled”.
- Child Events: Kat agreed to convene this subcommittee to select a chair.
- Fundraising: Committee agreed to add the term “Finances” to this subcommittee. Carl Hansen agreed to convene the Fundraising and Finances subcommittee to select a chair.
- Logistics and Organization: Belinda agreed to convene this subcommittee to select a chair.

- Media Relations and P.R.: Leslie McKinley agreed to convene this subcommittee. Wendy Lewis asked to be removed from this subcommittee as she is already on the Volunteer subcommittee.
- Navigator and Participant Recruitment: Cathy Enns agreed to convene to select leadership.
- Volunteer: Jan Maitzen and Wendy Lewis agreed to meet to discuss. Someone will be needed to organize volunteers.

Jan Knutson agreed to reserve meeting rooms for the subcommittees if such support is requested.

## Other Business

Logo and Tagline selection: the group discussed language for the tagline. Prefer not to use “End Poverty” but rather how to make the connection from poverty into opportunities. Use “bridge”, “opportunity”, “hope”, “poverty”. Use logo and tagline for marketing and visibility to targeted community. The steering committee agreed to let the Media Relations and P.R. subcommittee work with this project. Committee members should email their ideas to Jan Knutson who will forward them to the members of the Media and PR subcommittee.

Next meeting format: Evelyn reported that the next meeting, May 4, will be a Committee/Conference Training meeting and will run from 9:00 a.m. to 1:00 p.m. Lunch will be included. The meeting will be held in room 115 of DSS. Evelyn suggested subcommittee leaders bringing ideas from their April meetings to discuss with Barbara (povertyBridge consultant).

Calendars: Evelyn passed around calendars as examples of what could be used to give to Jr. High and High School students. The calendars could be used as a resource manual. The committee discussed having a laminated card or a punch out card in the calendar.

Opportunity Conference Website: Chris Haggie presented a draft website. Several ideas were discussed, including replacing the language on the home page from “California” to “San Luis Obispo”. The “contact us” link will go to Evelyn and Wendy Lewis. This will be a useful link for anyone wanting to volunteer. Committee wants to keep a history of agendas and minutes. Jan will research the web to find the full text of the SB 1084 for the website. Another suggestion was to put in links to resources (DSS 32) since the 211 resource is defunct. Other links suggested were “News and Events” (add the Tribune article about Donna Beegle), “Donate Now”, “Donor Recognition”, “Wish List”, “Levels of Sponsorship”. Chris Haggie will work with the website to incorporate suggested changes.

## Next Meeting

- **May 4, 2010 from 9:00 a.m. to 1:00 p.m.**  
Barbara from PovertyBridge will conduct Committee/Opportunity Conference.  
Lunch will be provided.  
**Subcommittee leadership to bring reports to this meeting for Barbara’s feedback.**  
Location: DSS, 3433 S. Higuera, Room 115, San Luis Obispo

Meeting adjourned: 11:40 a.m.