

Opportunity Conference Steering Committee

Meeting Agenda

June 1, 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>Evelyn Ruscki, Chair Belinda Benassi, Social Services Casandra Blangsted, Social Services Phyllis Braiotta, CAPSLO Tracy Buckingham, Social Services Chloe Campoverde, Social Services 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 Brandie Ferraiz, Social Services Joyce Fields, Social Services Dona Hare-Price, SLO County Office of Ed Susan Fuller, Social Services Pati Garcia, Social Services Mark Haas, Social Services Carl Hansen, Food Bank Dona Hare-Price, SLO County Office of Ed Jenny Hart, Social Services Barbara Hoffman, Cuesta & Aspiranet Diana Horn, Social Services Vickie Jarvis, CAPSLO Theresa Johnson, Social Services Abby Lassen, California Rural Legal Assistance Dawn Latimer, CHC Kat Lauterback, Social Services Wendy Lewis, Food Bank of SLO Leslie McKinley, CAPSLO Jan Maitzen, The LINK Julia Miller, Social Services Christopher Monza, Social Services Heather Murphy, CAPSLO Adrienne Nicholson, DSS Shana Paulson, CAPSLO Hunter Perry, Cuesta College Debbie Peterson, City of Grover Beach Jane Pomeroy, CRLA Shanta Rao, Social Services Liz Repp, Shoreline Elise Roberts, Social Services Casey Roos, Mental Health Nancy Shakeri, Social Services Melinda Sokolowski, CAPSLO Karen Swanson, Social Services Kristine A. Tardiff, SLO Library Manager Teresa Tardiff, CASA Dee Torres, CAPSLO Natalie Walter, Social Services Susan Warren, North Co Connection Shannon White-Bond, SLO COE Connie Willard, CCTA</p>	<p>Introductions and Welcome</p> <p>Other Business</p> <ul style="list-style-type: none">• Subcommittee reports<ul style="list-style-type: none">Media Relations and PR (15 min.)Fundraising/Finances (15 min.)Logistics and Organization (15 min.)Navigator and Participant Recruitment (15 min.)Volunteer (10 min.)Child Events (10 min.)Aged and Disabled (10 min.) <p>Report on Donna Beegle visit</p> <p>Next Meeting</p> <ul style="list-style-type: none">• July 6, 2010• 10:00 a.m. – 12:00 p.m.• DSS, Room 115	<p>Evelyn Ruscki</p> <p>Subcommittees</p> <p>Tracy Buckingham</p>

Poverty Steering Committee Meeting Minutes of June 1, 2010

Present: Phyllis Briotta, Tracy Buckingham, Chloe Campoverde, John Elfers, Cathy Enns, Joyce Fields, Pati Garcia, Dona Hare-Price, Vickie Jarvis, Teresa Johnson, Abby Lassen, Kat Lauterback, Leslie McKinley, Julia Miller, Adrienne Nicholson, Shauna Paulson, Jane Pomeroy, Shanta Rao, Casey Roos, Evelyn Ruscki, Karen Swanson, Natalie Walter, Connie Willard

Absent: Belinda Benassi, Casandra Blangsted, Tom Clough, Lee Collins, Pam Dudley, Robert Ellis, Brandie Ferraiz, Susan Fuller, Mark Haas, Carl Hansen, Jenny Hart, Barbara Hoffman, Diana Horn, Dawn Latimer, Wendy Lewis, Jan Maitzen, Christopher Monza, Hunter Perry, Debbie Peterson, Liz Repp, Elise Roberts, Nancy Shakeri, Melinda Sokolowski, Kristine Tardiff, Teresa Tardiff, Dee Torres, Susan Warren, Shannon White-Bond

Introductions and Welcome

Evelyn Ruscki called the meeting to order at 10:10 a.m. Welcome and introductions followed.

Subcommittee Reports

- **Media Relations and PR**

Leslie McKinley shared the draft recruiting and marketing pieces they developed. She noted the need for a mailing address, phone and fax number to put on the letterhead for contacts. The committee agreed to have responses come to Jan at DSS. We will need to add the contact info to our website as well. Evelyn mentioned that she has already contacted Donna's assistant regarding media opportunities coming up in August when Donna will be in our County. Leslie contacted two people in Michigan who have held Opportunity Conferences. They were very helpful and agreed to send some material via email and snail mail. Project Connect was a program they shared with Leslie: a panel of experts (tax preparers, hair dressers, and a variety of other services) to participate in a one-day service day, perhaps after the conference to provide continuity to our commitment to eliminate/reduce poverty in our community. Leslie asked the committee to provide feedback on the draft letter and flyer to her via email by the end of this week (June 4). The goal is to begin to use the material as soon as possible to start informing the community.

- **Fundraising/Finances**

Evelyn reported that the website will be up soon. Chris Haggie will do a website presentation at the next meeting. She also mentioned a website that offers "The Big Idea" and the committee agreed she should pursue that contact to acquire grant money. Evelyn also wants to find a t-shirt company to work with. Media and Fundraising subcommittees need to get together via conference call or meeting. Evelyn asked for suggestions from committees regarding any companies to contact.

- **Logistics and Organization**

Natalie reported that Saturday, February 26, 2011 is the confirmed date of the Opportunity Conference. They are exploring Cuesta as a possible conference location and are working with Matthew Green at Cuesta. Natalie reported that Cuesta has a large capacity conference room with three smaller rooms connected (child activity rooms) and an eating area. She

reported that they have agreed on 175 participants and recommends having about 60 navigators and special navigators. Logistics discussed adding tables for sponsors, staff/organizers, and other service oriented participants. The committee agreed to have The Community Foundation be the fiscal agent for this operation. Natalie shared a draft timeline with the committee and asked them to review and relay any comments/recommendations to Belinda Benassi.

- **Navigator and Participant Recruitment**

Cathy Enns reported that the subcommittee met and discussed the flow between the Navigator, Logistics, and Media subcommittees, perhaps calling together the heads of those subcommittees. Questions arose about where we will get all of the 175 participants—whether from participating agencies or include other organizations. Discussion ensued regarding the best way to recruit without getting overbooked: ask our participating organizations roughly how many people they might suggest; asking organizations to give us numbers by October 1. Tracy mentioned concerns about being fair in our outreach—can we request a certain number from each organization? The subcommittee agreed to 1) using a letter of commitment, 2) asking agencies how many families they might refer, and 3) committees will work to fill in the blanks. Joyce Fields agreed to create a tracking tool. Cathy reported that their subcommittee agreed on at least 12 special navigators and are still discussing who to “outreach” to. There was some discussion about background checks on Navigators and all agreed to Megan’s Law at a minimum.

- **Volunteer**

Evelyn asked to clarify what tasks we are recruiting volunteers for. Some areas in need of volunteers will be: child care, set-up/clean-up, registration, packets preparation, kids’ bags, direct traffic, and parking. Evelyn suggested the idea of drive-through drop-off donation sites to be established in South County, SLO, and North County. Jan will send out an email to the steering committee and the interest group to see who is interested in volunteering. John Elfers would like to see a clear description of Navigators, Special Navigators, and Experts to help recruit. Committee agreed the descriptions should go up on the website and include deadlines on all emails and other requests.

- **Child Events**

Shana Paulson reported they want to include the Spark program and are working on child event activities. The committee suggested a “recognition day” through the Board of Supervisors (BOS). Julia Miller offered to write up the BOS documents for submission and maybe include a t-shirt or packet for each Board member. There was some discussion about whether we want people to self-nominate for Conference participation.

- **Aged and Disabled**

Phyllis reported that they have identified senior and disabled targets. She noted the need to make sure we have proper accommodations and travel arrangements for disabled participants.

- **Report on Donna Beegle Visit**

Tracy Buckingham reported on her 2-day conference in Portland, Oregon with Donna Beegle. The conference was primarily focused on “how to be a poverty coach”, or “how to train the trainer.” Tracy offered to make a presentation to the steering committee on the materials Donna gave her. She observed that many participants did not have the support of their supervisors. The conference was sponsored by a grant—agencies just sent a body without support from above and some of the attendees didn’t know why they were being sent. She

mentioned that we are fortunate that our county administration does support our goal. She mentioned that we need to be prepared with our county's statistics (food stamp numbers, animal shelter increases, etc.). She talked about a variety of ways we could segue for assistance after the conference.

John Elfers noted that this committee might think about what statistics we can impact which further stresses the importance of us knowing our county's stats. Are they measurable?

Next Meeting

- **July 6, 2010**
- **10:00 a.m. to 12:00 p.m.**
- **Location: DSS, 3433 S. Higuera, Room 115, San Luis Obispo**

Meeting adjourned: 12:00 p.m.