

Opportunity Conference Steering Committee

Meeting Agenda

July 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>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 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 County 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 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>Opportunity Conference Website Update</p> <p>Next Meeting</p> <ul style="list-style-type: none">• August 3, 2010 10:00 a.m. – 12:00 p.m. DSS, Room 115	<p>Evelyn Ruscki</p> <p>Subcommittees</p> <p>Chris Haggie</p>

Poverty Steering Committee Meeting
Minutes of July 6, 2010

- Present: Belinda Benassi, John Elfers, Cathy Enns, Brandie Ferraiz, Joyce Fields, Carl Hansen, Vickie Jarvis, Teresa Johnson, Abby Lassen, Kat Lauterback, Christopher Monza, Hunter Perry, Debbie Peterson, Jane Pomeroy, Patty Ramirez, Evelyn Ruscki, Karen Swanson, Natalie Walter, Connie Willard
- Absent: Casandra Blangsted, Tracy Buckingham, Chloe Campoverde, Tom Clough, Lee Collins, Pam Dudley, Robert Ellis, Susan Fuller, Pati Garcia, Mark Haas, Dona Hare-Price, Jenny Hart, Barbara Hoffman, Diana Horn, Dawn Latimer, Wendy Lewis, Jan Maitzen, Julia Miller, Adrienne Nicholson, Shana Paulson, Shanta Rao, Liz Repp, Elise Roberts, Casey Roos, Nancy Shakeri, Melinda Sokolowski, Kristine Tardiff, Teresa Tardiff, Dee Torres, Susan Warren, Shannon White-Bond,
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Introductions and Welcome

Evelyn Ruscki called the meeting to order at 10:05 a.m. Welcome and introductions followed.

Subcommittee Reports

- **Media Relations and PR**

The subcommittee reported that they are ready to produce press releases and radio spots. They are working with the Office of Education who is hosting a Poverty 101 and will try to piggyback on some of that advertising.

- **Fundraising/Finances**

Committee is coordinating with the Sponsor flyer. Discussed looking to get half of cost funded by Rotary, as well as Rotary members serving as Navigators—could be model similar to campaign to end Polio. Carl is on the calendar at his club in Paso Robles for July and wants to get on all others and looking for connections with new Board Presidents. Carl would like to have a plan within one week. Other sources of fundraising could be discounts from merchants, local service clubs, United Way, non-profits invested in the Conference, events, raffles, in-kind donations, wine-tasting, golf tournament. Other committees should be budgeting their costs now—a financial request form will be developed. A pass-through account is being set up for the SLO Community Foundation to act as Fiscal Agent for the Conference (they take 2%). Committee submitted a grant to Clifford the Big Red Dog organization.

- **Logistics and Organization**

Teresa Johnson, co-chair, reported that there are three community informational sessions scheduled—South County, North County and SLO. The goal is to inform the community, recruit sponsors and navigators. They are trying to get Tony Ciopollo for all three sessions and the Conference. Lee Collins will speak at Good Morning SLO on Tuesday, July 22-- confirmed that the date and time for the Opportunity Conference will be February 26, 2011 from 9:00 a.m. to 3:00 p.m. at Cuesta College. Costs include:

\$100/hour for the facility plus \$26.21 for custodial support

\$40/hour for cafeteria

\$30/day per lot for parking (need approx. 2.5 lots for 500 cars)

We will need 30 rectangular tables and 300 chairs.
Need to rent 8' tables.
Some discussion about having a local band for music.

- **Navigator and Participant Recruitment**

Decision to hold the Navigator training the morning of the day of the Conference. Logistics committee will work on room reservations. Plans to include headsets and simultaneous translation. Committee will work with Logistics to tables color coded by region. Committee spoke with organizers of Michigan conference who encouraged Navigators to work with participants solely by phone versus in person. Committee has not decided if we will take that approach. Discussed need for two manuals—a Navigator resource manual and a resource manual for participants--Navigator committee will create these. Committee will help Media committee design flyers as needed. Discussed need to add language to bottom of Navigator application "...hold harmless, assumption of risk, liability risk, etc." Committee has asked for "expert opinion" on this. They will create three color coded flyers (Navigator, Sponsors, Participants). Will include a check box on Navigator application for bilingual. Transitions Mental Health is all bilingual so they are a good resource from which to recruit.

- **Volunteer**

Joyce Fields is tracking names in a database for those wishing to volunteer.

- **Child Events**

Cuesta Child Care facility is available. Need cost estimates.

- **Aged and Disabled**

Reported that Phyllis Braiotta has retired and will no longer be participating on this project. Julia Miller and Christopher Monza will continue and are working with a Public Health Nurse and others.

- **Sparks**

Asset Development Committee agreed to take on events and will organize specific events to meet developmental milestones of youth. Ideas: ropes course, tour of Cuesta, Chumash Challenge. May merge with Child Events subcommittee.

- **Website Navigation**

Evelyn demonstrated the website developed through DSS. There are a few typos on the site; needs Spanish translation. Cathy Enns previewed the website she created on Wordpress (<http://slopoverty.wordpress.com>). Committee decided to use both websites at this time. Ideas: look to get designated domain name/site and trademark name.

Next Meeting

- **August 3, 2010**
10:00 a.m. to 12:00 p.m.
Location: DSS, 3433 S. Higuera, Room 115, San Luis Obispo

Meeting adjourned: 11:30 a.m.