

Opportunity Conference Steering Committee

Meeting Agenda

August 3, 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 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 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 Patty Ramirez, Transitions Mental Health Shanta Rao, Social Services Claudia Rayas, DSS 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 (15 min.) Child Events (15 min.) Aged and Disabled (15 min.) <p>Next Meeting</p> <ul style="list-style-type: none">September 7, 2010 10:00 a.m. – 12:00 p.m. DSS, Room 115	<p>Evelyn Ruscki</p> <p>Subcommittees</p>

Opportunity Conference Steering Committee Meeting
Minutes of August 3, 2010

Present: Belinda Benassi, Joyce Fields, Carl Hansen, Jenny Hart, Vickie Jarvis, Teresa Johnson, Abby Lassen, Kat Lauterback, Julia Miller, Shana Paulson, Hunter Perry, Jane Pomeroy, Evelyn Ruscki, Shannon White-Bond

Absent: Casandra Blangsted, Tracy Buckingham, Chloe Campoverde, Tom Clough, Lee Collins, Pam Dudley, John Elfers, Robert Ellis, Cathy Enns, Susan Fuller, Pati Garcia, Mark Haas, Dona Hare-Price, Barbara Hoffman, Diana Horn, Dawn Latimer, Wendy Lewis, Jan Maitzen, Leslie McKinley, Christopher Monza, Adrienne Nicholson, Debbie Peterson, Shanta Rao, Claudia Rayas, Liz Repp, Elise Roberts, Casey Roos, Nancy Shakeri, Melinda Sokolowski, Kristine Tardiff, Teresa Tardiff, Dee Torres, Natalie Walter, Susan Warren, Connie Willard

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**

Evelyn reported for this subcommittee in Lesley's absence. She reported that they have prepared a press release which the committee reviewed and approved with a few minor suggestions for changes. Julian Crocker will interview Donna Beegle on August 16 on the Dave Congleton radio show. Donna will call in for the interview. The SLO County Office of Education is bringing Donna here for staff training on August 13--the Opportunity Conference Steering Committee will try to dovetail on that visit with some time on August 12th via a Tribune interview. The Media committee is preparing for the South County informational session on August 31. Committee suggested doing some short press releases in South County.

- **Fundraising/Finances**

Carl Hansen passed around updates from his subcommittee meeting (see attached). He reported that Rotary sponsorship is going well—Carl has spoken to many groups but has no commitments yet. Their goal is to get \$20,000 from Rotary and give them major sponsorship status. Evelyn invited Carl to attend the CWDA Conference in October in Sacramento to speak about our local efforts to address poverty. Donna Beegle will be there to speak to that issue on a state level and hopes there are some Rotarians there who will hear Carl and take the message back to their other Rotarians. Evelyn reported that she and Carl are meeting with Barry from the Community Foundation and hope to move forward with a contract. We need a tax id number for donations—Community Foundation will be our fiscal agent @ 5%. DSS will need to review and approve. Evelyn reported that a grant was submitted but we won't hear anything until October. Carl suggested including the Economic Vitality organization—looking for a contact person. Suggestions also included contacting SCORE for donors and navigators. Carl asked for tools to rebut arguments about undocumented persons (potential sponsors concerned about enabling/encouraging undocs to come here and stay here). Finance committee agreed to review sponsorship levels, to provide a range in giving levels. Some discussion about adding sponsor categories to the sponsor flyer, perhaps a tear off section for interested donors. The Steering Committee approved the revision of the giving ranges and authorized the Finance Subcommittee to meet after this meeting to revise and move forward. Questions were posed about how to measure our successes; how do we intend to carry on the work during the year? Budget issues, etc? Evelyn created a check-box expense request form and will email to all. The finance committee needs to track funding requests by the

subcommittees. Jan will create a master Excel spreadsheet as well as a spreadsheet for each committee.

- **Logistics and Organization**

Teresa Johnson reported that the committee toured the Cuesta facility. They have agendas set for the three community informational sessions including guest speakers and a video screening. Media committee suggested doing some public service announcements for the informational sessions. Their focus is on sponsors and navigators and will utilize our brochures and flyers.

- **Navigator and Participant Recruitment**

An intro letter to agencies went out last month. They will start follow up in late August, after the first informational session. Cathy will put the information from the sessions on our “overview” website.

- **Volunteer**

Joyce Fields is maintaining a volunteer database. Committee suggested adding a field in the database to track volunteer hours. **An email needs to be sent to the entire steering committee asking for participation on the Volunteer subcommittee.**

- **Child Events**

Belinda reported that the Child Events subcommittee and the Sparks committee have merged for this event. Kat Lauterback will chair. Belinda reported that they have agreed on 6 different age group break-outs. The groups will go to different locations throughout the campus—they will have their own keynote speakers and age appropriate activities. She hopes Donna will be able to speak to the kids during lunch. Jeremy Bates has agreed to be a keynote speaker for free. They plan to have a closing ceremony. There was some discussion about logistics—making sure parents felt comfortable leaving their kids and setting up good communication during the event. Suggestion included creating a registration form with the number of kids, their ages, their locations, and transportation plans.

- **Aged and Disabled**

Nothing to report at this time.

Other Business

Evelyn reported that she received an email sent to our website from a person in the community, Nicholas Bilich, who is interested in contributing an idea to the conference. He has been invited to present at the September 7 meeting. Tracy Buckingham will also present at the Sept. meeting.

Evelyn received a request for a speaking opportunity for a September 23 meeting at SLO UCCC at 6:30. This dovetails on our need to establish a speaker’s bureau.

Evelyn received our first “Request for Donations” from Rotary.

Next Meeting

- **September 7, 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.