

# Opportunity Conference Steering Committee

## Meeting Agenda

October 5, 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 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 Ferraz, 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 &amp; 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 Glenna Petrush, DSS 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, Social Services</p>	<p><b>Introductions and Welcome</b></p> <p><b>Other Business</b></p> <ul style="list-style-type: none"><li><b>Subcommittee reports</b> <b>Media Relations and PR</b> <b>Fundraising/Finances</b> <b>Logistics and Organization</b> <b>Navigator and Participant Recruitment</b> <b>Volunteer</b> <b>Youth Conference</b> <b>Aged and/or Disabled</b></li></ul> <p><b>Next Meeting</b></p> <ul style="list-style-type: none"><li><b>October 5, 2010</b> <b>10:00 a.m. – 12:00 p.m.</b> <b>DSS, Room 115</b></li></ul>	<p><b>Evelyn Ruscki</b></p> <p><b>Subcommittees</b></p>

**Opportunity Conference Steering Committee Meeting**  
**Minutes of October 5, 2010**

**Present:** Belinda Benassi, Tracy Buckingham, Lee Collins, John Elfers, Cathy Enns, Carl Hansen, Jenny Hart, Vickie Jarvis, Theresa Johnson, Abby Lassen, Kat Lauterback, Jan Maitzen, Mary Matakovich, Leslie McKinley, Julia Miller, Shana Paulson, Hunter Perry, Jane Pomeroy, Evelyn Ruscki, Natalie Walter, Shannon White-Bond, Connie Willard

**Absent:** Casandra Blangsted, Chloe Campoverde, Tom Clough, Pam Dudley, Robert Ellis, Brandie Ferraiz, Joyce Fields, Susan Fuller, Pati Garcia, Mark Haas, Dona Hare-Price, Barbara Hoffman, Diana Horn, Dawn Latimer, Wendy Lewis, 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, Susan Warren

**Guest:** Sheri Wilson, CAPSLO/CCRC

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**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 reported on the various speaking engagements that the Speaker's Bureau has done and asked the committee members to spread the word to encourage more speaking opportunities. They are working with the marketing department at Cuesta College to update our brochure—Leslie asked for committee feedback. Times of the conference were clarified as 9:00 a.m. – 3:00 p.m. The Steering Committee agreed to remove the committee chairs section on the back of the brochure to make room for sponsorships. There was some discussion about adding logos next to sponsor names and were reminded that having the agency logo is a benefit of some sponsorship levels. There was some discussion about Gil Stork being listed on the front of the brochure—committee members agreed they prefer Gil's name be moved to the center or back of the brochure so as not to distract from our key presenter, Donna Beegle.

- **Fundraising/Finances**

Carl Hansen discussed the recent budget and explained projected and actual figures. He is asking from the Rotary's a minimum donation of \$500 and a maximum of \$2,000. The budget includes costs from Poverty 101. Jan will make a correction on the budget to reflect SLOCOE paid for the Navigator consultant, not SLOUSD. Cuesta will donate all facility costs (approx. \$2,000 as in-kind) for building and facility use, cafeteria, table, chairs, etc. The Cuesta community will have on-going in-kind contributions for gift-bags. Their projected expenses are \$800. Shannon reported a potential \$1,500 in-kind gift from Jeremy Bates/Revolution Speaks for the Youth Conference. Vicki Jarvis asked if anyone has resources for gift cards (restaurants, Jamba Juice, movies) and discussed raffling about 20 gift cards per hour. Evelyn reported they are trying to target larger corporations like PG&E. Some discussion about what the grand prize will be—ideas were a laptop computer with paid internet or a car with insurance. Try to get Verizon, ATT, or Sprint to donate air time.

- **Logistics and Organization**

Theresa Johnson reported the recent Info Sessions have gone pretty well. Jenny Hart reported on the SLO Library session—there was a good turn out and sign-ups for volunteers and/or navigators. The North County info session is this evening and Jenny, Carl, Cathy, Hunter and Evelyn will attend.

- **Navigator and Participant Recruitment**

Cathy reported that we only have 4 confirmed Navigators with several signed up on the lists who did not indicate how they want to participate. She reported that Jan and Jaci DiCarlo volunteered to put together the Navigator Handbooks. Nancy Shakeri is sorting through the resource material to see what is relevant to include. They want to make an address book for participants to include a shorter version of the resource list. Cathy created a sign-up sheet for agencies that will be referring participants to include number of children, ages, allergies, disabilities, etc. The committee agreed a handout needs to be created for participants “what to expect” on the day of the conference. Theresa noted her committee is working on a “day of” agenda. Committee discussed allowing outside agencies to refer participants. General agreement to open it up to agencies not currently represented on the Steering Committee if they want to refer participants. Considering allotting each agency a certain number of referrals. Someone will need to create and manage a database. The assumption is that each agency will have their clients fill out participation forms and agency will give to the Steering Committee as “here are our 10 referrals” ready to go so we do not have to create a screening process. Discussed criteria for participants—Tracy agreed to inform FCN on what kinds of participants we’d like. Cathy will discuss with her committee what needs to be included in the cover letter (invitation) to the agencies to participate and include participant referral forms. The goal is to have an idea of our numbers of participants by November. Cathy clarified the differences between Navigators, Specialty Navigators, and Super Navigators. Navigators and Super Navigators have a range of skills and Specialty Navigators has specialty skills. Tracy announced that we will do fingerprinting on all Navigators and DSS will cover the cost. Natalie suggested creating a policy about what is appropriate/acceptable behavior for Navigators; discussed wrap back (future issues) that may arise.

- **Volunteer**

Glenna Petrush not in attendance to report

- **Youth Conference**

Kat reported that they are getting a lot of donations and are still trying to figure out their projected expenses. Friends of SLO Library will finance the Robot project at \$25/kid up to \$500. A new team-building course at Camp San Luis has been donated along with 6 Camp San Luis staff and Grizzly Academy staff. They are working on transportation issues; how to get the kids to the various activities. Need to ask CAPSLO to donate their time and buses. SLOCOE wants to fill nylon bags for the middle school/teen kids and are asking for donations of memory sticks, etc. Tracy suggested using color coordinated, easily attachable wrist bands to connect family members to their kids for easy identification. Discussed inviting Foster kids (unaccompanied kids) to the Youth Conference and committee agreed to do so if spaces were available. Rancho El Chorro has volunteered staff to assist younger kids in hands on projects at the park.

- **Aged and Disabled**

Nothing to report at this time.

## **Other Business**

Agency Participation Discussion: See discussion under “Navigator and Participant Recruitment” report. Committee agreed to allow agencies not represented on the Steering Committee to refer participants but that process will need to be managed carefully in terms of agencies referring the right kind and number of participants.

## **Next Meeting**

- **November 2, 2010**  
**10:00 a.m. to 12:00 p.m.**  
**Location: DSS, 3433 S. Higuera, Room 115, San Luis Obispo**

Meeting adjourned: 11:55 a.m.