

Opportunity Conference Steering Committee

Meeting Agenda

November 2, 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 Mary Matakovich 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 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, DSS</p>	<p>Introductions and Welcome</p> <ul style="list-style-type: none">• Subcommittee reports Media Relations and PR Fundraising/Finances Logistics and Organization Navigator and Participant Recruitment Volunteer Youth Conference Aged and/or Disabled• Other Business <p>Next Meeting</p> <ul style="list-style-type: none">• December 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 November 2, 2010

Present: Lee Collins, John Elfers, Cathy Enns, Joyce Fields, Jenny Hart, Abby Lassen, Shana Paulson, Glenna Petrush, Elise Roberts, Evelyn Ruscki, Nancy Shakeri, Kristine Tardiff, Natalie Walter, Shannon White-Bond,

Absent: Belinda Benassi, Casandra Blangsted, Tracy Buckingham, Chloe Campoverde, Tom Clough, Pam Dudley, Robert Ellis, Brandie Ferraiz, Susan Fuller, Pati Garcia, Mark Haas, Carl Hansen, Dona Hare-Price, Barbara Hoffman, Diana Horn, Vicki Jarvis, Theresa Johnson, Dawn Latimer, Kat Lauterback, Wendy Lewis, Jan Maitzen, Mary Matakovich, Leslie McKinley, Julia Miller, Christopher Monza, Adrienne Nicholson, Hunter Perry, Debbie Peterson, Jane Pomeroy, Shanta Rao, Claudia Rayas, Liz Repp, Casey Roos, Melinda Sokolowski, Teresa Tardiff, Dee Torres, Susan Warren, Connie Willard

Guest: Nick Bilich (Still Time), Kara Edwall (United Way), Heidi Foster (DSS), Debra Welch (CAPSLO HeadStart), Sheri Wilson (CAPSLO/CCRC)

Introductions and Welcome

Evelyn Ruscki called the meeting to order at 10:00 a.m. Welcome and introductions followed. She reported that she and Lee attended the California Welfare Directors Association meeting in Sacramento, along with Shannon White-Bond and Cathy Enns from our Steering Committee. Donna Beegle was the keynote speaker on the second day of the conference. Cathy presented a Power Point on our Opportunity Conference. Lee reported that all attendees were impressed with our progress and several want to use our model for their counties. Evelyn also passed around a Paso Robles magazine which featured an article on poverty.

Subcommittee Reports

- **Media Relations and PR**

There was some discussion about using a “poster” family to attach to news articles as the conference nears. This would help put a face to the Poverty Conference effort.

- **Fundraising/Finances**

Evelyn reported that the Rotary clubs are on target with their donation goals. They have donated \$6,000 and they hope to reach \$10,000. Evelyn has been talking to PG&E. She reported that we were not awarded the Clifford (the Big Red Dog) grant. The committee is still working on getting gift cards and major sponsors. Heidi Foster mentioned that Wal-Mart has a \$250 grant we can apply for and Costco will donate cash. Evelyn will compose a solicitation letter and post it on our website for those who want to print it out and use it for solicitations. The revised (2-page) Sponsor flyer can be used as well as it has the tax id number on it.

There was some discussion about the kinds of items to be used as the “grand prize.” Heidi Foster suggested using some housing options as opposed to a car. Suggested speaking with HASLO or People’s Self Help Housing (1 year rental, or Section 8 assistance). Cathy suggested we could bundle several gift cards to equal \$500 to use as the grand prize.

- **Logistics and Organization**

Jenny Hart passed out lists of things they need: vendors (merchants), raffle items, and gift bag contents. Their goal is to have the items by the end of January. They can receive raffle prizes up to the last minute. There was some discussion about having the Speaker’s Bureau be more active in terms of speaking to group like the Lion’s Club, Cal Poly and the Key Clubs to educate them when those groups speak/solicit on our behalf. Jenny reported that the Paso

Robles info session went well, but attendance was small, possibly due to the rainy, stormy night. They had about 16 guests.

- **Navigator and Participant Recruitment**

Cathy reported that Mary Matakovich volunteered to manage the Navigator contacts. Cathy spoke to Barbara Lemcool who reported that the Navigator training will cover all aspects: boundaries, enabling, etc. Cathy spoke to John from Bridging Poverty re: background checks of Navigators who generally felt background checks was not necessary. He sent her some documents which included “10 Commandments for Navigators” and release of liability for Navigators. There was discussion about the pros and cons of background checks (live scan). Lee reported that DSS was considering live scans which will show past convictions and that the committee would not rule out a Navigator for frivolous convictions; we want to exclude those that have had violent actions against children, etc. Lee felt there is potential liability and that we should offer the participants as much security as possible. Some discussion about using the Megan’s Law website at the very least. Committee will use guidelines about what kinds of convictions will be acceptable and which types will disqualify one as a Navigator. Lee would like to discuss this issue with County Counsel and will report back. Cathy asked for clarification on who is “leading” the conference efforts. Lee noted that since DSS has more resources than smaller non-profits, that we need to do due diligence to protect ourselves and children and families. Cathy noted that the committee needs a volunteer to organize/manage participant referrals. Jan will send out an email to ask for volunteers and will include a “job description” for the position.

- **Volunteer**

Glenna Petrush had nothing to report. She is working with Joyce on the volunteer list.

- **Youth Conference**

Shannon White-Bond reported she is nervous about the number of youth who may attend. There are lots of issues to consider: safety, transportation, gift bags, etc. Debbie Welch (CAPSLO – 544-4355 ext. 222) reported that they will donate transportation (buses), translation, and child care. Committee agreed that if the youth numbers get too high, we will put youth on waiting list.

- **Aged and Disabled**

Nothing to report at this time.

Other Business

There was some discussion about various organizational needs: volunteer training, participant packets, liability releases from parents (for youth transportation, etc).

Evelyn re-stated that the Steering Committee is the decision making body for the conference and that the subcommittees bring recommendations to the Steering Committee for discussion/approval. The newly adopted system of chairs submitting their committee’s agenda items needing discussion/decision should help refine the Steering Committee decision making/discussion process

Next Meeting

- **December 7, 2010**
10:00 a.m. to 12:00 p.m.
Location: DSS, 3433 S. Higuera, Room 115, San Luis Obispo

Meeting adjourned: 11:50 a.m.