

Opportunity Conference Steering Committee

Meeting Agenda

January 4, 2011

10:00 am to 11:00 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 Tracy Buckingham, Social Services Chloe Campoverde, Social Services Cathryn Christensen, Social Services Tom Clough, HSOC Lee Collins, Social Services Pam Dudley, Public Health Kara Edwall, United Way John Elfers, SLO County Office of Ed Robert Ellis, CAPSLO Cathy Enns Brandie Ferraiz, Social Services Joyce Fields, Social Services 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 Vickie Jarvis, CAPSLO Theresa Johnson, Social Services Abby Lassen 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 Shana Paulson, CAPSLO Glenna Petrush, DSS Hunter Perry, Cuesta College Debbie Peterson, City of Grover Beach Patty Ramirez, Transitions Mental Health Shanta Rao, Social Services Claudia Rayas, DSS Elise Roberts, Social Services Casey Roos, Mental Health Nancy Shakeri 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 Debra Welch, CAPSLO 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 DisabledOther Business <p>Next Meeting</p> <ul style="list-style-type: none">January 18, 2011 10:00 a.m. – 11:00 a.m. DSS, Room 115	<p>Evelyn Ruscki</p> <p>Subcommittees</p>

Opportunity Conference Steering Committee Meeting
Minutes of January 4, 2011 Corrected 1/12/11

- Present:** Belinda Benassi, Cathryn Christensen, Cathy Enns, Carl Hansen, Jenny Hart, Vicki Jarvis, Theresa Johnson, Abby Lassen, Mary Matakovich, Julia Miller, Shana Paulson, Glenna Petrush, Evelyn Ruscki, Kristine Tardiff, Natalie Walter, Debra Welch, Shannon White-Bond
- Absent:** Casandra Blangsted, Tracy Buckingham, Chloe Campoverde, Tom Clough, Lee Collins, Pam Dudley, Kara Edwall, John Elfers, Robert Ellis, Brandie Ferraiz, Joyce Fields, Susan Fuller, Pati Garcia, Mark Haas, Dona Hare-Price, Barbara Hoffman, Dawn Latimer, Kat Lauterback, Wendy Lewis, Jan Maitzen, Leslie McKinley, Christopher Monza, Heather Murphy, Hunter Perry, Debbie Peterson, Shanta Rao, Claudia Rayas, Liz Repp, Elise Roberts, Casey Roos, Nancy Shakeri, Melinda Sokolowski, Karen Swanson, Teresa Tardiff, Dee Torres, Susan Warren, Connie Willard

Introductions and Welcome

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

Announcements

Evelyn announced that she appeared for two radio spots to promote the Opportunity Conference – KPRL in Paso Robles and KSBY. She announced that Cathryn Christensen is heading up the Toiletry Roundup which will be held at the Madonna Plaza next to Big 5 on January 14 from 7:00 a.m. to 7:00 p.m. She has contacted Cal Poly to put word out for student volunteers (2-hour increments). The committee recommended contacting RSVP – Retired Seniors Volunteer Program. Evelyn will help manage volunteers at the conference. Cathryn printed Toiletry Roundup flyers for Steering Committee members to post at their offices or elsewhere. Evelyn also reported that KJUG will do live coverage of the Conference for a fee. She doesn't know the exact cost yet, but the committee voted to pay up to \$100 for coverage. Evelyn noted that she will work with Glenna to organize volunteers. She has a group of 7 4-H youth who will volunteer and have a booth set up.

Subcommittee Reports

- **Media Relations and PR**

Evelyn reported on the two radio spots she did in December. Questions about what kinds of media to target for the conference. Cathy contacted KCOY for coverage and is waiting to hear. A press release needs to be prepared and invite the Tribune to cover the day. Evelyn will ask Leslie to develop the press release and forward to Cathy.

- **Fundraising/Finances**

Evelyn will contact Spencer's about providing breakfast for the conference. Carl reported that he received a \$2,500 grant from the Marclad Foundation to support the conference. Carl asked for updates on in-kind gifts. The committee is still trying to acquire gift cards.

- **Logistics and Organization**

Belinda reported that they received 2 proposals for the conference lunch. One from Ribline at \$8.95/person (at 360 individuals = about \$3300). The other proposal was from Phoenix catering at \$15.95 per person to include all utensils. The committee vote was to go with Ribline, and the committee will figure out some kind of dessert. Shannon brought a yellow lanyard to share with the group to possibly use for the participants. Lots of ways to use them—use color stickers to identify various things like “no photo”, raffle tickets could be added to the lanyard and table numbers for the youth. Shannon will give us 175 of them.

- **Navigator and Participant Recruitment**

Participants Recruitment: Cathy reported that we have 22 participants so far (about half from Cayucos). Need to get the agencies committed to providing referrals. Cathy will send the participant application for to Debra Welch (CAPSLO). She noted that the YMCA is not represented on the committee. Julia Miller offered to bring Jennifer from the Y to a steering meeting to see if it is something they want to participate in.

Navigators: Mary reported that we have 35 navigators (including 5 super and 5 special). Mary would like specific written instructions from Evelyn (Lee and Tracy) regarding the fingerprinting and/or background check process—who will see the backgrounds, on what grounds could a navigator be rejected, etc. Evelyn agreed to get something in writing to Mary by Friday, January 7. Mary is concerned that all navigators be processed the same and is concerned that we will lose some navigators without very clear parameters. Natalie is the only person who will see the checks. “Train the Trainers” will be built into the navigator training that will take place the day before the conference with Barb Lemcool.

- **Volunteer**

Glenna reported she sent out an email to volunteers asking them to fill out a survey. She also contacted a Cal Poly photography class to take photos at the conference. Rachel Owens (DSS) volunteered to do photography for the day. More details to follow. Glenna asked each committee to let her know by January 18 how many volunteers each will need.

- **Youth Conference**

Shannon reported that things are going smoothly.

- **Aged and Disabled**

Julia reported that she is talking to her groups to remind them of the conference. She is looking for navigators for her group.

Future meetings: Reminder that the Steering Committee will continue to meet every other week through the end of the conference. Meetings will be reduced to one hour (10:00 a.m. to 11:00 a.m.) in room 115. Subcommittee Chairs will continue to meet with Evelyn one hour prior to each meeting (9:00 a.m. – 10:00 a.m.) in room 115. Future meeting dates are:

January 18, 2011
February 1, 2011
February 15, 2011

Next Meeting

- **January 18, 2011**
10:00 a.m. to 11:00 p.m.
Location: DSS, 3433 S. Higuera, Room 115, San Luis Obispo

Meeting adjourned: 11:00 a.m.