

Community Action Commission
Board of Directors Notes
 March 6, 2019
 Santa Ynez Valley Marriott
 6:00 p.m.
ROLL CALL

Robert Freeman called the meeting to order at 6:10 p.m. A quorum was established.

<u>Members present:</u>	<u>Members not present:</u>	<u>Staff present:</u>	<u>Guests present:</u>
Elizabeth Snyder	Steve Lavagnino	Patricia Keelean	Eileen Monahan
Guy Walker	Gabriela Gonzalez	Monica Moreno	Simon Dixon
Oscar Gutierrez	Josephine Torres	Jackie Nix	Michael Bennett
Sharon Lutz		Lorraine Neenan	Jenelle Osborne
Karin Dominquez		Anthony Mitchell	James Kyriaco
Phylene Wiggins		Kemba Lawrence	Luis Villega
Robert Freeman		Linda Rosso	
Mike Cordero			

INTRODUCTION OF GUESTS/CHAIRS REMARKS:

- a. Bob Freeman, CAC Board Chair asked that each Board member introduce herself or himself.
- b. The Chair welcomed Mayor Jenelle Osborne from the City of Lompoc and James Kyriaco Councilmember City of Goleta.

THE CHAIR ASKED IF THERE WAS ANYONE THAT WOULD LIKE TO ADDRESS THE MATTERS WITHIN THE SUBJECT MATTER JURISDICTION OF THE BOARD OF DIRECTORS, BUT NOT ON THE AGENDA.

CLOSED SESSION:

- a. Personnel Issues:
- b. Pending Legal Matters:

REPORT FROM CLOSED SESSION: None

PUBLIC COMMENTS – Members of the public may speak up to 5 minutes each:

The CAC Board Chair asked if there were any public comments. None

CONSENT AGENDA:

All matters listed hereunder constitute a consent agenda and will be acted upon by a single roll call voter of the Board. Matters listed on the Agenda will be read only

C-1 Board Minutes

- a. CAC Board Minutes – November 7, 2018
- b. Ratify Board Conference Call – February 6, 2019

M/S/A Guy Walker/Elizabeth Snyder 8 Yes 0 No 0 Abstain Approved

C-2 Grants \$10,000 and Under/Renewal Contracts:

- a. Approval of an authorization to submit a grant application to the Kei Lin Foundation for \$4,500.

M/S/A Phylene Wiggins/Oscar Gutierrez 8 Yes 0 No 0 Abstain Approved

BOARD AGENDA – ACTION ITEMS:

A. Board Action Items

a-1) Approve Mayor Jenelle Osborne to the CAC Board of Directors. Mayor Osborne was recently elected Mayor to the City of Lompoc. Madam Mayor joins the Board following Council Member Victor Vega’s resignation in January.

M/S/A Guy Walker/Oscar Gutierrez 8 Yes 0 No 0 Abstain Approved

a-2) Approve James Kyriaco to the CAC Board of Directors. Mr. Kyriaco was recently elected to the City of Goleta’s City Council. Council member Kyriaco joins the Board following the completion of Council Member Michael Bennett’s tenure with the City of Goleta. Mr. Kyriaco has previously served as a Board Member for CAC 2002-2004.

M/S/A Sharon Lutz/Karin Dominguez 9 Yes 0 No 0 Abstain Approved

a-3) Approve the renewal of a line of credit with Rabobank in the amount of \$500,000 for costs associated with agency operation and program services to ensure adequate cash flow.

M/S/A Guy Walker/Oscar Gutierrez 10 Yes 0 No 0 Abstain Approved

a-4) Approval to request Budget Increase to the Head Start and Early Head Start Programs.

Question Raised by Guy Walker: Is it a onetime budget?

Answer: No CAC receives increases annually.

M/S/A Sharon Lutz/Karin Dominguez 10 Yes 0 No 0 Abstain Approved

DISCUSSION/TRAINING

a. Presentation

1. CAC Board of Directors Service Recognition Award Michael Bennett – Bob Freeman

- Bob represented Michael Bennett with a Service Recognition Clock.

2. CAC Rebranding – Simon Dixon, Idea Engineering

- Create the brand
- Simon read the Brand Story
- Simon gave a screen presentation, included as follows:
 - Identify
 - Communitify (showing two Globes one with a red dot with off green/blue, and Globe with Blue/off green and no red dot).
 - Building community together
 - A Community Action Agency
- Key Messaging Platform
 - Key Messaging Platform Planks (Topics of Conversation)
 1. The Hub for poverty eradicate on services of Santa Barbara County.
 2. Giving people the stability they need to raise themselves up.
 3. Driven toward sustainable outcomes.
 4. Evidence based solutions tailored for our county.
 5. Good for all residents of Santa Barbara County.
 6. Partnering closely with other community organizations county-wide.
 7. Dedicated highly effective employees.
 8. Multicultural solutions.

- 9. Educating towards better life pathways.
- 10. Not the Government.

- Brand Character

- | | |
|------------------|-----------------|
| 1. Committed | 10. Inclusive |
| 2. Driven | 11. Caring |
| 3. Fair | 12. Expert |
| 4. Conscientious | 13. Consistent |
| 5. Truthful | 14. Innovative |
| 6. Accessible | 15. Accountable |
| 7. Attentive | 16. Positive |
| 8. Warm | |
| 9. Inviting | |

- Written and Verbal Guidelines

- Moving forward we recommend that CAC have voice stories even if modified in all forms of communications for example website. Show that our clients are human and just like everybody else. Our communication need to position our clients not as people being doled out as entitlements, but as people raising themselves up while standing on a stable platform provided by CAC. Deliver a story art showing that clients achieve more with the stability provided by CAC, let the client be the hero. Our goal is to let the community understand that CAC is working for the benefit of all by raising the living standards of some. Avoid acronym and clinical terminology talk about our work in terms of what our clients are able to do because CAC is in their lives. Because the word poverty has powerful stigmatizing qualities.

- Name Recommendations

- The name Community Action Commission causes confusion for some. Most people only know CAC by its acronym, when people are exposed to the full name it has the ring of a government agency, which can both instill fear in clients and a misunderstanding of CAC's financial needs b donors. This opens the door to consideration of a new name, either by reworking the current acronym or by creating an entirely new name based on the Brand Platform. We went through this and eventually came up with a couple of possibilities, and then there were some issues. Simon came up with a new possibility which some people have seen. It's the same one done in three different ways. Simon showed a presentation with the three changes "One Community" "Communitify" and (Building Community together) – Tagline. In the presentation there was colors red, blue, off green, and no red dot.

Question by Guy Walker: How do you say Communitify – Simon stated it's the way it is pronounced.

Question by James Kyriaco: Asked about the Mission Statement – Pat stated at the last meeting we re-worked the Mission Statement to be aligned with Results Oriented Management & Accountability frame work (ROMA). Pat read the new "Mission Statement" In partnership with the community we provide education and supportive services to residents of Santa Barbara County, resulting in improved economic security and self- sufficiency. James stated for the record, if you can't remember Mission Statement they should be put in the trash can. The key is to come up with one that is memorable.

Oscar stated that he is in the media industry when he first saw Communitify he thought it was a communications thing i.e. Comcast.

Simon stated that anytime you're looking at a name, logo or a particular piece, most of the world will never see it this way, they will see your logo on a van, on a brochure.

Bob asked what the outcome was for tonight, Pat stated the Board need to decide whether or not this is a name that they want to re-brand with.

Bob asked for a motion based on Board approval of changing the DBA to Communitify and authorizing staff to work with the consultant to re-vise and finalize as necessary, and bring back the final product tagline, logo, colors and font.

M/S.A Mike Cordero/Phylene Wiggins 8 Yes 0 No 2 Abstain (James Kyriaco & Oscar Gutierrez)

3. CAC Community Needs Assessment – Eileen Monahan, Consultant

- The process began in August with a Steering Committee; members are Dr. Jill Sharkey, Sharon Lutz, Barbara Finch, Phylene Wiggins, all leadership members and Eileen. A big shout out to David Jimenez who has been a rock through process.
- Community Action Partnership is required to do a Needs Assessment every three years. There are no strict guidelines.
- We set up three goals
 1. Engaging providers and stakeholders in the process of figuring out what the needs are in Santa Barbara County.
 2. Identify the key founding for the causes and conditions of poverty.
 3. Gather evidence so CAC can come up with 5 top priorities for the next 5 years.
- CAC decided to do a series of surveys, we gathered data, demographic data and poverty data; we conducted interviews with experts in the community on different topics, did some focus groups as well.
- The report is in draft form; will finish the document and have ready for next meeting.
- We used National Resources available through Community Action Partnership and local reports, some reports are regularly produced. We looked at ROMA a way of looking at the Needs Assessment in terms of individuals and families, agency needs and community-wide needs. We also looked at the Community Action Partnership domains which, are areas CAC report on to the federal government things like employment, education, development etc.
- Surveyed 4 Regions of the County
 1. Lompoc
 2. No County
 3. So County
 4. Santa Ynez
- Poverty in Santa Barbara County
 - Households in poverty from Census 2011-2013 to 2016
 - North County had the most numbers.
 - South County was second.
 - Lompoc came in third; Lompoc have the highest poverty markers for the number of people for example they have high child poverty rate.
 - Santa Ynez is low.
- Number of children in poverty in North County is 26%, number of children in Lompoc is 24%.

Question raised by Mike Cordero: Where are you getting information to make your statement of percentages? What data are you using? Answer: From the Census 2016 and other local reports i.e. school data.

- An addition to the data they did surveys; the community survey being the largest. The majority of people that turned in surveys were from North County, the majority were females, majority between ages 18-54, majority were Hispanic/Latino's or Spanish origin, and the majority had income of less than \$50,000.
- We did a community, staff, partners and Board surveys.
 - Received 1,141 community surveys
 - Board had 6
 - Staff 188 out of 300.
 - Partners 66
- The Top Five Needs from all surveys

1. Affordable Housing
2. Health Care
3. Dental Care
4. Utility Assistance
5. Budgeting/Financial Management
6. Child Care came in 6

Question raised by Jenelle Osborne: When you put them side by side (Community & Household) "Household level have 1, 2,3,4,5 and Community level have 1, 3,4,5,2.

Question raised by Elizabeth Snyder: How did homelessness rank #2 on the "Final Priority List" Community Level and didn't rate on the Final Priority List Household Level?

Answer: Pat stated the reason why Money Management/budget is ranked higher in the Final Priority List is because if you look at the Household Client Level Budgeting/Money Management under the community survey rank 5th and because the sample size is so large it carries more weight.

Question raised: There is a disparity between staff and community when it comes to infant and toddler child care.

Answer: Pat stated a majority of the staff that answered the survey is because our Head Start Children's Services Department is so large.

- Focus Groups Surveyed:
 - Policy Council
 - Seniors
 - People Helping People
 - Promotoras
 - Faith
 - Health
 - Family Support Center
 - Tony stated that they did focus groups at the Santa Maria Healthy Food Panty and the IV Youth Project.
- Focus Groups – One Thing CAC Can Do
 - Communications about services; perception change on poverty.
 - Increase affordable child care – especially for infants/toddlers.
 - Augment 211
 - Broaden eligibility guidelines.
 - Fundraise for services.
 - Strengthen CAC programs.
 - Increase access.
 - Expand family leadership.
- Recommendations – Top 5 Needs To Address
 - Affordable housing
 - Emergency assistance, homelessness, increased stock.
 - Health Care
 - Affordability, eligibility, access to providers.
 - Dental Care
 - Affordability, eligibility, access to providers.
 - Financial Management
 - Emergency assistance, money management, utility assistance.
 - Child Care
 - Affordability and availability, especially for 0-3.

- Elizabeth suggested that all three legal definitions for homelessness from HUD, federal government and school district be brought back to the Board.
- Pat stated the Board needs to approve the Top 5 priority areas for CAC to explore in terms of CAC's Strategic Plan.
- Bob propose that the Board accept the report, then direct staff to use it as well as other relevant materials to develop strategies on how best the organization can contribute to addressing these needs.

M/S/A Guy Walker/Phylene Wiggins 10 Yes 0 No 0 Abstain Approved

- Pat stated what the process looks like moving forward is have a retreat with the Leadership team to look at this data, and the overarching priority areas and to talk about as an organization over the course of the next 5 years. How can we as an agency utilize our skills, expertise and resources or apply for other resources to address these issues and come up with some very specific strategies. Then take that to the supervisors/managers later in the month and have them review it, and get their input. Then summarize all information in April and bring back to the full board at the retreat in May for review.
- Oscar asked for a list of services that undocumented are eligible for.

b. Discussion - None

ITEMS PRESENTED BY BOARD MEMBERS: None

UP COMING EVENTS: Linda Rosso

- Champions Dinner, May 17th, @ Hotel Corque
- Our goal this year is 200 people, last year we had 150.
- Last year we brought in \$317,000 want to increase goal by 20%; to date thanks to CenCal and others. We are at \$161,000, we are also increasing the price from \$125 to \$150.
- CAC will be providing transportation from Santa Barbara and Santa Maria to the Champion Dinner.
- Pat would like to recognize CenCal Health, they provided CAC with a great start to the Champions Dinner with a check for \$100,000; CAC has to raise another \$100,000.

ADJOURNMENT: The meeting adjourned at 8:30 p.m.

DATES AND TIMES OF NEXT COMMITTEE MEETINGS:

Planning Committee Meeting – Thursday, Apr 25, 2019 Moxie Cafe 11:30 a.m.

Policy Council Meeting – Saturday, Mar 16, 2019, Chapel Office & Central's Room 330, 9:00 a.m.

Finance Committee Meeting – Wednesday, Mar 20, 2019, 5638 Hollister Ave., Goleta, 10:00 am

Personnel Committee Meeting – None Scheduled

Audit Committee Meeting – None Scheduled

DATE AND TIME OF NEXT MEETING:

Next scheduled meeting is May 1, 2019

Santa Ynez Valley Marriott

555 McMurry Road

Buellton