

Community Action Commission  
**Board of Directors Notes**  
 May 1, 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	Simon Dixon
Gabriela Gonzalez	Oscar Gutierrez	Monica Moreno	
Josephine Torres	Karin Dominquez	Jackie Nix	
Sharon Lutz	Mike Cordero	Lorraine Neenan	
Robert Freeman	Guy Walker	Anthony Mitchell	
Phylene Wiggins	James Kyriaco	Kemba Lawrence	
	Jenelle Osborne	Linda Rosso	
		Seth Miller	

**INTRODUCTION OF GUESTS/CHAIRS REMARKS:**

- a. Bob Freeman, CAC Board Chair called the meeting to order at 6:10 pm.
- b. The Chair welcomed back Simon Dixon.
- c. Due to no Quorum the Chair suggested that the members deviate from the agenda and address the Discussion Items.

**DISCUSSION**

8b (1) CAC Rebranding – Logo Presentation (Simon Dixon)

- Pat stated at the last Board meeting the Board approved the name “CommUnify” and asked that she meet with Simon to evaluate potential logos. Two logos were reviewed by the Executive Committee and are now being presented to the full Board for consideration.
- Simon reworked the logo concept previously developed for “One Community” which was well liked and created two new options. The first tag-line, “A Community Action Agency” is being suggested as an interim tag-line to bring continuity from CAC’s history to the current name. The second tag-line, “Building Sustainable Independence,” CAC’s new Vision Statement, could be considered as the tag-line after a brief transition period (6 months).
- Simon showed two logos: one logo with “CommUnify” in 2 colors to highlight “Comm” and “Unify”; the second logo in one color with tag-line “Building Sustainable Independence”.
- Phylene like the first one, stating it maintains the legacy of community action without making it overly governmental. She stated the second logo and tagline seemed to contradict itself (e.g., CommUnify with tagline “independence” in it) – they are opposite ends of the pole, 2 different concepts.
- Bob asked if the Leadership Team chose the first logo and Pat stated “yes.” Bob asked if everyone was favoring the first color combination with Community Action Agency for the first 6 months following the brand launch, which could then be followed by “Building Sustainable Independence.”
- Phylene asked how the word CommUnify would translate to Spanish speakers since we have an audience that we are serving, and we want to be sure we maintain a strong connection.
- Simon stated translation is important when rebranding, but we should not necessarily be focused on it since we just want it to tell the story – but taking language and culture into prospective. With a “made-up” word that

becomes a little different; since CommUnify is not a word in English or Spanish - it's a made-up word that is not recognized in the dictionary and may or may not hold a specific meaning for someone.

- Bob asked if there was any similar logos in use. Simon stated there is one in San Mateo.
- Pat stated she spoke with CAC's Trademark Attorney about the name and logo that we were considering and that the attorney commented "One Community was okay, but CommUnify was truly a brand!"

#### 8b (2) CAC Strategic Plan – Pat

- At the last Board meeting the Board approved the Top 5 Priority Needs based on the findings of the Community Needs Assessment:
  1. Families lack affordable housing.
  2. Families are not aware of health and dental services.
  3. Families lack mental and behavioral health support.
  4. Families lack financial and budgeting support.
  5. Families are at risk of child abuse.
- Additional needs that CAC will be addressing is:
  6. Families are not aware of child care services.
  7. Individuals/families lack nutritious food.
- We will be talking about the 7 priority needs on Friday at the Board retreat.
- Pat gave the following re-cap of the Strategic Plan. The Leadership Team (LT) had a retreat in mid-March and Dr PJ Davis facilitated the 2-day retreat. Pat stated the LT talked about everything from facilities to the services that we provide to leadership and staff development. We then took those ideas and incorporated them into a basic need assessment document. We met on March 22<sup>nd</sup> with all the managers/supervisors in the agency and facilitated a round-robin discussion, with staff breaking into groups and generating a list of strategies that they felt CAC could incorporate in the next 3-5 years to address each of the identified needs. We have now incorporated their input into the strategic plan document.
- Pat asked the Board members to review the Strategic Plan and initiatives before the Board retreat on Friday, May 3<sup>rd</sup>.
- Dr PJ Davis will be attending the Board Retreat to facilitate.

#### 8b (3) Customer Satisfaction Data Report Presentation– Pat

- CSBG's National Organizational Standards requires that at least once a year, every community action agency is mandated to provide the Board updates on Customer Satisfaction Data. Last July the Board approved the new policy and procedure around customer satisfaction data collection; we created a very simple customer satisfaction form that we are utilizing. Tonight, we have summarized customer satisfaction survey data for 4<sup>th</sup> Quarter 2018.
- We have 5 key questions that we are asking:
  1. Do you feel welcome and treated with respect when seeking or receiving services from us?
  2. Have you received quality service?
  3. Have we met your expectations?
  4. Are you informed of other services the agency offers?
  5. Any additional comments or suggestion?

Over 50 customer satisfaction surveys were completed with the following results:

- Question #1: 70% Strongly Agree, 20% Agree, and 2% Neutral
- Question #2: 58% Strongly Agree, 30% Agree
- Question #3: 43% Strongly Agree, 23% Agree, 25% Neutral
- Question #4: 37% Strongly Agree, 31% Agree, 13% Neutral, 11% Disagree and 5% Strongly Disagree
- Questions #5, Senior Nutrition Clients Comments – Positive
  - Everything is good
  - Very nice people will return back
  - Mary is a wonderful addition to the CAC
  - I am delighted to be a community participant of CAC programs, for it meets some of my needs.

- ★ Senior Nutrition Clients – Need improvement; nutrition program is very lacking in variety and preparation. There must be alternatives to brown rice, dry chili, dry pasta, uncooked carrots, etc. The food could be cooked more and a larger variety.
- ★ Tell the Chef to taste the good.
- ★ CAC is listening. Unfavorable comments led CAC to re-engineer the Senior Nutrition Program, and, as of January 1, 2019 CAC has:

- Partnered with Santa Barbara Unified School District (SBUSD) to vend meals, because they are locally and nationally recognized food vendor.
- SBUSD food is made from scratch daily using locally sourced fruits and vegetables; served family style to seniors.
- Seniors are thrilled with the favor, quality and consistency of the meals.
- Elizabeth asked how did we give the surveys to clients? Pat stated small, color-coded index cards were printed for each program and handed out at different service sites. Moving forward, Tony stated that we will be using “Dial My Call” technology which sends a text message to clients with a survey link. That link will take clients to Survey Monkey where client feedback can be individually linked to a program. We feel that for Children’s Services and Community Services it will be a more effective way of surveying large numbers of clients; however, we are still working through what might work best for Family Youth Services clients. For the immediate future, seniors will still use the physical cards.
- Pat stated as part of the Strategic Plan, one of the things CAC want to focus on is utilization of technology to make our jobs easier and more efficient. Customer satisfaction data will be collected on a quarterly basis moving forward and reported to the Board on a quarterly basis.

8b (4) Community Action Plan – Annual Update Presentation (FYT 2016-18 – Pat

- The Community Action Plan is another mandate under the Community Services Block Grant (CSBG). Every two years CAC is required under CSBG to develop a specific Community Action Plan (CAP). The Organizational Standards require that the Governing Board receive an annual update on the success of specific strategies included in the Community Action Plan.
- Last July, Pat updated the Board on the current Community Action Plan. Tonight’s presentation is the final update for the 2018-19 CAP Plan. We are in the process of developing a new Plan for FY 2020-21, due to CSD by June 30<sup>th</sup>.
- Pat reviewed the following goals: Rating Key – Green (Celebrate), Yellow (Making Process) Red (Act Now).
  - Goal 1 – Safe, stable and affordable housing. Last year we were in the red or 0 served; since then we implemented the new Family Self Sufficiency program. The goal this year has been focused on housing; due to the limited funds available, the projection is 4 households will obtain safe affordable housing.
  - Goal 2 – Infant/Toddler Childcare. Projection: Increase the number of infants/toddlers served in Children’s Services. Actual: In the fall 2018, CAC implemented a new Early Head Start infant/toddler classroom in Carpinteria. In the last 2 years we have been able to increase the infant/toddler slots by 30 slots.
  - Goal 3 – Food Insecurity. Projection: CAC will provide a minimum of 250,000 meals during the reporting period. Actual: In the past year we provided over 254,013 meals during the reporting period. Based on senior nutrition summer food, and at risk after school programs.
  - Goal 4 - Teen Pregnancy. This relates to our Cal Prep & I&E programs which both provide curriculum around reproductive health. Projection: 600 youth will participate in reproductive health and skills training. Actual: 615 youth participated in reproductive health education and skill straining during the reporting period.
  - Goal 5 – Safe Communities/Gang Prevention. This relates to the work of our South Coast Task Force on Youth Safety (SCTFYS), as well as our Family and Youth Services’ Youthful Offender Block Grant (YOBG) or Los Compadres model. Projection: 185 youth showed improved mental/behavioral health and well-being.

- o Goal 6 – Job Training/Employment. The statistics are based on our Children’s Services Head Start program. Job Training. Projection: 65% of unemployed clients (parents) will obtain jobs. Actual: 71% of unemployed parents obtained a job. Projection: 75% of employed parents maintained a job for at least 90 days. Actual results: 84% maintained a job for at least 90 days (112%) because of the support provided by Head Start. Bob asked what was the significance of 90 days? Pat stated that the 90 days is a National Performance Indicator (NPIs) standard which reflects the client’s stability. Tony stated that some NPI’s that still articulate 90 days but other NPIs designate 180 days or 6 months. Projection: 60% of low-income participants will obtain skills/competencies required for employment. Actual: 66% of low-income participants obtained skills/competencies required for employment. (101%)
- a. Goal 7 - Physical Health and Well-Being (Children’s Services) or Improved Health. Projection: 1600 individuals will demonstrate improved physical health and well-being. Actual: 1608 individuals showed improved physical health and well-being. (100%)

8b (5) CAC Strategic Plan – Final Report FY 2014-19

- Currently completing the 5-year Plan. Pat shared what she stated back in July 2018 presentation that she shared with the Board. One of the things that was very difficult about moving forward is that the current Strategic Plan is not operationalized with identifying indicators and outcomes indicators; consequently, it was very difficult to report any measured results.
- This is another Organizational Standard (there are 58 Organizational Standards that all CAAs must meet). The CAC Board of Directors must receive an update on our progress in meeting the goals of this Strategic Plan within the past 12 months. Moving forward on the new Strategic Plan, we will be updating the Board more regularly on specific initiatives.
- b. Progress Dashboard
  - o Goal 1 – Enhance financial security – Celebrate
  - o Goal 2 – Enhance Brand Awareness – Celebrate
  - o Goal 3 – Increase operational efficiency – Celebrate
  - o Goal 4 – Improve internal communication – Making Progress
  - o Goal 5 – Foster staff development – Celebrate
- c. Elizabeth asked prior to the ADP change was Payroll and HR/Benefits done in-house? Monica stated that BeneTrac was used prior to the ADP change.

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: None**

- 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

Bob stated that the Committee will now function as a Sub-Committee and address the Board Action Items. The Board Action Items will be ratified at the Friday, May 5<sup>th</sup> Board Retreat.

**CONSENT AGENDA:**

All matters listed hereunder constitute a consent agenda and will be acted upon by a single roll call vote of the Board. Matters listed on the Agenda will be read only on the request of a member of the Board or the Public, in which event the matter shall be removed from the consent agenda and considered as a separate item.

C-1 Board Minutes

- a. CAC Board Minutes – March 6, 2019

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

- a. Approval of a Board Resolution authorizing CAC to renew contract for the Title III-C Congregate and Home Delivered Meals program with the Area Agency on Aging (Central Coast Commission for Senior Citizens) for FY 2019-20.
b. Approval of a Board Resolution authorizing CAC to renew contract for the Title IIIB Residential Repair program with the Area Agency on Aging (Central Coast Commission for Senior Citizens) for FY 2019-20.
c. Approval of and authorization to submit a grant application to the Smart & Final Charitable Foundation in the amount of \$10,000.
d. Approval of and authorization to submit a grant application to the City of Carpinteria in the amount of \$10,000.

Phylene asked where the \$10,00 was coming from, Pat stated the City of Carpinteria’s general fund.

- e. Accept the approval by the Head Start Policy Council on April 20, 2019 of the renewal of our annual Transportation Waiver.
f. It is recommended that the Board of Directors approve the Enrollment Selection Criteria as recommended by the Enrollment Selection Criteria Committee and as approved by Policy Council. No changes were made to the criteria this year.

M/S/A Phylene Wiggins/Sharon Lutz 6 Yes 0 No 0 Abstain Not Approved

BOARD AGENDA – ACTION ITEMS:

A. Board Action Items

- a-1) Approve Sanford Riggs to the CAC Board of Directors. Mr. Riggs is Director of Operations for the Housing Authority of the County of Santa Barbara. His expertise and commitment to providing low-income residents access to affordable housing aligns with CAC’s mission to improve the economic security of our clients.

He will start in July.

M/S/A Elizabeth Snyder/Sharon 6 Yes 0 No 0 Abstain Not Approved

- a-2) Board Resolution: authorizing CAC to accept additional funding from the California Department of Community Services and Development (CSD) for Department of Energy (DOE) in the amount of \$151,477. Contract amount of \$222,895.

M/S/A Sharon Lutz/Elizabeth Snyder 6 Yes 0 No 0 Abstain Not Approved

- a-3) Approval of and authorization to submit a grant application to the Walter and Holly Thomson Foundation in the amount of \$15,000.

M/S/A Phylene Wiggins/Elizabeth Snyder 6 Yes 0 No 0 Abstain Not Approved

- a-4) Approval of and authorization to submit a grant application to the Chumash Foundation for \$50,000.

M/S/A Sharon Lutz/Josephine Torres 6 Yes 0 No 0 Abstain Not Approved

a-5) Approval of and authorization to submit a request to the Department of Community Services & Development (CSD) for Community Services Block Grant (CSBG) Discretionary funding in the amount of \$30,000.

**M/S/A Elizabeth Snyder/Josephine Torres                      6 Yes                      0 No                      0 Abstain                      Not Approved**

a-6) Approval of and authorization to submit a grant application to the Department of Justice “Innovations in Community-Based Crime Reduction (CBCR) Program” for up to \$1,000,000.

**M/S/A Phylene Wiggins/Elizabeth Snyder                      6 Yes                      0 No                      0 Abstain                      Not Approved**

a-7) Approval of and authorization to submit a grant application to the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Youth Gang Suppression Implementation Grants Program for up to \$230,000.

**M/S/A Josephine Torres/Elizabeth Snyder                      6 Yes                      0 No                      0 Abstain                      Not Approved**

a-8) Approval of and authorization to submit a grant application to the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Youth Gang Desistance/Diversion Grants Program for up to \$500,000.

*Ages 16-24*

**M/S/A Phylene Wiggins/Elizabeth Snyder                      6 Yes                      0 No                      0 Abstain                      Not Approved**

8a. Presentation - None

**ITEMS PRESENTED BY BOARD MEMBERS:** None

**UPDATES PRESENTED BY CAC DIRECTORS:**

- a. Lorraine Neenan – Children’s Services Director
  - The Children’s Services Report is in the packet.
  - Lorraine distributed an invitation to the first CAC Children’s Services Advisory Committee meeting which Josephine Torres generously agreed to chair. The meeting is scheduled for Wednesday, May 29, 2019 from 4:30 to 6pm, it will be Skype/Remote TV in either Chapel or Goleta offices.
- b. Kemba Lawrence – Community Services Director
  - We received an increase of \$70,000 for LIHEAP.
  - We will be expanding our contractors and staff.
  - Our goals are included in the Board report.
  - The Earned Income Tax Credit (EITC) Outreach Campaign went very well.
  - March & April have been the busiest months.
- c. Monica Moreno – Human Resource Director
  - Still recruiting for a CFO.
  - Still struggling with recruitment for Children’s Services.
  - Open Enrollment start today.
- d. Seth Miller – Family Youth Service Director. Pat introduced Seth to the Board Members.
- e. Tony Mitchell – Chief Operating Officer
  - o Senior Nutrition
    - Have completed the 1<sup>st</sup> quarter of our new vended meal program - it caused an entire restructuring of the program. We’ve settled into a vendor/partnership with Santa Barbara Unified School District (SBUSD) and it is working well, the meal quality is up. During the transition, our goal was to serve about 156,000 meals for program year beginning last July to June 30<sup>th</sup>. 3<sup>rd</sup> Quarter numbers look good for the last couple of years.
    - We had to apply for a waiver from the Area Agency on Aging (AAA) in order to secure our full funding for the program. This year the numbers are tracking very closely. To hit our numbers, we must hit 95%

in both the Community meal site option as well as Home Delivery meal option in order to obtain full funding.

- We will have to hustle, we have a couple of months through the end of the program year and we have OTO funds that need to be spent on volunteer recruitment. The goal for recruiting volunteers is to transition to volunteers as site hosts and meal delivery drivers. In the next couple of months, we will be working with Kemba who has some helpful tips on advertising with OTO funds.
- The program is under a corrective action plan due to some issues with current processing systems; the AAA asked us to put together a Corrective Action Plan. However, we are in the process of going through our Annual Monitoring, so the Corrective Action will a focus area in the next 2 or 3 quarters.
- We had several openings after the transition; thanks to Monica and her team we are fully staffed.
- Art of Giving Back Café & Catering Company:
  - Tony thanked Linda for her help with the esthetics in the Café. Phase one – esthetic changes in the Café; will have to talk to the County’s General Services Administration about minor cosmetic changes (paint) because it’s their building. In phase one we will paint; we have a color palette selected, then secure new furniture. We’ve done catering for Towbes Foundation; we have Café and Catering menus. Pat stated Chef De La Cruz was a Head Start parent.

f. Linda

- Our Champions Dinner is 16 days away; we are over the \$200,000 mark; our goal is \$400,000.
- As of today, we have 153 attendees.
- We have a live auction with an auctioneer.
- We have a painter who will finish an oil painting at the event.
- We are providing transportation from Santa Maria and back as well as Santa Barbara.
- We created a volunteer committee along with Deckers who offered to do the decorations and set-up.
- We have a new opportunity; the Chumash recognized our agency for a new program called “Casino Cares”. We will start getting checks on July 15<sup>th</sup>.

g. Pat

- The next Board meeting in July will be a joint meeting with the Head Start Policy Council; at the Executive Committee we discussed doing something a little different. We are requesting the Board meet at 4:30pm Wednesday, July 10<sup>th</sup> at the Marriott. We will have dinner and a presentation from our auditor; then at 6pm will be joined by Policy Council.
- Pat stated there have been complaints about the Marriott menu; she asked the Board members if they wanted salad. The Board said yes.
- Pat wanted to commend her staff on a job well done.

#### **UP COMING EVENTS:**

- Champions Dinner, May 17<sup>th</sup>, @ Hotel Corque

**ADJOURNMENT:** The meeting adjourned at 7:30 p.m.

#### **DATES AND TIMES OF NEXT COMMITTEE MEETINGS:**

Planning Committee Meeting – Thursday, May 30, 2019, Moxie Cafe; 11:30 a.m.

Policy Council Meeting – Saturday, May 18, 2019, Chapel Office & Central’s Room 330, 9:00 a.m.

Finance Committee Meeting – Wednesday, May 22, 2019, 5638 Hollister Ave., Goleta, 10:00 a.m.

Personnel Committee Meeting – None Scheduled

Audit Committee Meeting – None Scheduled

#### **DATE AND TIME OF NEXT MEETING:**

**Next scheduled meeting is July 10, 2019**

**4:30 PM**  
**Santa Ynez Valley Marriott**  
**555 McMurry Road, Buellton**