

## PCN Strategy Team Meeting Minutes

January 16, 2008

Time: 10-12pm

Location: Rocklin

Facilitators: Seana Doherty and Lauren O'Brien, Streamline Consulting Group

Attendees: Michael Alward, Bev Anderson, Maureen Bauman, Veronica Blake, Cindy Brundage, Leslie DeDora, Jim Gandley, Bonnie Gore, Tom Grayson, Barbara Guenther, Elisa Herrera, Sgt. Dave Ibarra, Tink Miller, Jan Shonkwiler, Cynthia Spears, Leslie Woodman, Esmerita Rivera, Richard Knecht, Sonia Samaniego, Candace Roeder, Sabina Monteiro, Gabriel Kogan

### Welcome

- Introductions exercise
- New member welcome

### General Updates

- PCN General
  - **Decision:** Changed name of Strategy Team to Directors meeting
  - **Decision:** Implemented a new Collaborative Award that will be presented at the year-end retreat.
- Update: Placer Community Foundation announcement: Technical Assistance Program Grants available now. For more information, go to [www.placercf.org](http://www.placercf.org)
- Update: Placer County budget issues, Jim Gandley
- Save the Date: Nurtured Heart Training, March 12, 2008, 8am to 5pm, at the Woodcreek Golf Course Clubhouse, 5880 Woodcreek Oaks Blvd, Roseville, CA
  - For more information go to [www.placercollaborativenetwork.org](http://www.placercollaborativenetwork.org)
  - What is it:
    - Strategies for challenging behaviors
    - Transform intensity in beautiful ways
    - Teachers, practitioners, school personnel, parents, adults
    - ADHD, Post Traumatic Stress, Autism, Abuse, Neglect, Fetal Alcohol Syndrome, etc.

### PCN's 2007 Accomplishments

- Reached out
  - New members, mixers, newsletter
- Improved Lives
  - Health Express
  - Affordable Housing
  - Campaign for Community Wellness

- Helped build capacity of non-profit organizations
  - Non-Profit Workforce Excellence Project
  - Technical Assistance Coalition (TAC)

## **2008 Proposed Plan & Discussion (see attached 2008 Work Plan for details)**

- Strategy Team
  - 3 Meetings in 2008, rest open
  - 2-Day Retreat in the Fall
- Resource Sharing and Networking
  - 3 Trainings/panels in 2008
  - Two events: Faith-based and Chamber
- Newsletter—new collaborative, member-based approach
- Membership drive---member driven
- Ongoing Projects:
  - Transportation
  - Housing
  - Campaign for Community Wellness
  - Technical Assistance Coalition (TAC)

## **New Opportunities in 2008 (3)**

### **1) Wellness Fund Buck Program**

#### **Overview**

- Proven model
- \$70k per year in Truckee
- \$1 per customer
- Retail, hotel, restaurants
- 2007: employee giving trial (not much success)

#### **Benefits**

- \$ and PR
- Link to business community
- Broad community wellness approach
- New source for mini-grants--capacity building

#### **Costs**

\$5K: feasibility study to:

- Test message
- Test champions
- Test financial projections

#### **Summary**

- Spend \$ to determine if model will work in Western Placer

- Potential to raise over \$100k+ annually if business champions are secured and message resonates

## **2) 211 Response**

Presenter: Esmerita Rivera, City of Roseville

**Summary of Opportunity:** 211 offers information on a broad range of services that our non-profit community provides. It is a public-private partnership that typically is funded through local and state sources, businesses, foundations and local and state governments. Sacramento County recently implemented 211 and has expressed working with Placer and other neighboring counties.

**Benefits:** Easy access to services. Efficient communications infrastructure to quickly disseminate information in a time of crisis. Enhanced efficiencies due to misdirected calls to non-appropriate agencies.

**Cost of Program:** unknown at this time

## **3) Volunteer Program**

**Summary of Opportunity:** The City of Roseville has been running a Volunteer Program for the last several years. They have a web-based tool where volunteers can search for volunteering opportunities and non-profits can post opportunities. The Volunteer Program has expanded beyond the city limits of Roseville and now includes the greater part of southwestern Placer County. They have asked PCN to take on this project, now that it is more regional in scope.

**Benefits:** Linking non-profits to volunteers (both individual and businesses). Improving community giving and sense of connection. PCN builds connections with community and businesses looking to give back.

**Cost of Program:** 1/3 staff position + \$1,000 for database maintenance

## **Café Style Discussion Per 2008 New Opportunities (see notes below from this break-out session)**

Format:

- 3 tables
- 1 topic per table
- 3-4 questions per table
- 10 minutes per table

## **Next Steps**

- Next Strategy Team meeting→April 16
- Save-the-Date: Mar 12-Nurtured Heart

**Close:** 1 word

## **2008 New Opportunities: Breakout Session Summary Comments**

### **Wellness/Buck Program Feasibility Study**

#### **What do you like?**

- Accesses new funding stream, takes load off individual organizations to do own fundraising
- Gives organizations one funding source unrestricted dollars for pressing needs
- Changeable
- Doable
- Like it
- Could fund other programs like Volunteer and 211

#### **Concerns?**

- Has to be evaluated along with the other opportunities presented
- Name of the fund needs to be tested... Buck? Wellness?
- Message? Will they contribute if it doesn't go direct?
- Who's on committee?

#### **Should PCN take on the study?**

- Yes if we can afford it
- Q: what percent of PCN's resources does this represent?
- Yes
- Will take time

#### **Are you willing to be on the work group for this? (name/email)**

- Sabina Monteiro – smonteiro@sierracouncil.org

#### **Business contacts:**

- Placer County chapters of lodging and restaurants (higher end restaurants)
- Zinfandel Grill – James Regan
- Placer Valley Tourism
- Grocery stores
- Lattitudes

**Other comments:**

- Who would determine distribution of funds?

**Volunteer Program****What do you like?**

- Conceptually a fit
- Good way to engage business community
- Potential for income from corporate sponsors
- Fantastic opportunity to Access
- Good for a new growing community
- Working, data tracking
- Very interested
- Easy to find type of opportunity
- Non-profit, create a need

**Concerns?**

- Why is Roseville not continuing this?
- Can grants process cover the cost of maintaining this?
- Who provides staffing?
- Marketing
- Funding capacity
- Qualifications of volunteer (screening) (dependent care management)
- How to deal with some “no-shows”

**Should PCN take on the study?**

- If it could tie into Seniors First
- Questionable??
- Not sure, depends on capacity and funding

**Are you willing to be on the work group for this? (name/email)****Other comments:**

- Can it be seen as /placer?
- Wonderful system
- Youth and seniors, connect with time bank

**211 Response****What do you like?**

- Nationwide
- Can serve folks that aren't “connected” electronically

- Good connection with Network of CARE, online and verbally
- #1 priority

### **Concerns?**

- Cost, what do they want for PCN?
- How does staff have meaningful information to distribute?
- Invest more in network of CARE
- Interesting to see how effective
- Older population uses phone, younger population tends to use internet
- PCN would have to raise funds to support
- Understand costs and capacity?

### **Should PCN take on the study?**

- Budget considerations create a gap that needs to be filled, this creates further influx
- Someone needs to take it on
- Hard to determine since we don't have \$\$ estimates
- Roseville does fact finding for sustainability

### **Are you willing to be on the work group for this? (name/email)**

- Leslie Woodman – [leslie.woodman@rocklin.ca.us](mailto:leslie.woodman@rocklin.ca.us)

### **Other comments:**

- Use network of CARE, tighten up and then move to 211
- Do presentations to larger group: People are beginning to use computers more than phones
- More information needed