

## PCN Strategy Team Meeting

February 8, 2007

Time: 10-12pm

Location: Roseville

### I. Meeting Overview and Introductions

**Attendees:** Vicky Clarke, Jeff Clarke, Don Klenfelder, Michael Alward, DeAnne Thornton, Jackie Clary, Beth Robey, Francine Nunes, Richard Knecht, Cynthia Spears, Bonnie Gore, Maureen Bauman, Stephanie Rogerson, Jan Shonkwiler, Pat Orme, Anno Nakai, Candace Roeder, Rich Burton, Veronica Blake, Honey Cowan, Barbara Gunther, Holly Harper.

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

### II. Organizational Updates

- Operations:
  - Welcome Jim Gandley and DeAnne Thornton to Admin. Team
  - Financial update:
    - Tracking financial per the budget
- Diversity:
  - Next mixer Thursday, March 29<sup>th</sup> 5:00 – 7:30 pm at the Gathering Place in Loomis, **invitations soon to go out**
  - Member Drive – letter to members – seeking 100% participation
  - Upcoming Trainings
    - Details: [www.placercollaborativenetwork.org](http://www.placercollaborativenetwork.org)
- Community Response: Transportation Project
  - Providing transportation to health services for the underserved populations of Placer County
  - Exciting project that PCN endorsed last month
  - Presented Concept paper to Cal Endowment → awaiting response
  - Will track results to quantify need
  - Building Committee: Sutter, Health Express, Seniors First
- Communications
  - Communications is vital to collaboration and its success
  - Current communications elements include:
    - Trainings, conversations, forums
    - Website, ebulletin, yahoogroups
    - Network of care website [www.placer.networkofcare.org](http://www.placer.networkofcare.org)
      - Getting about 600 visits per week or 2,500 hits per day
    - Campaign for Community Wellness (more to come)
      - A campaign to improve mental health services by:
        - Increasing awareness of mental health and substance abuse issues
        - Improving systems delivery

- Involving community and consumers in all solutions
- Funded by MHSA and SAMSHA
- Approaches → to reduce stigma and embrace recovery:
  - Co-occurring competent
  - Client/family driven
  - Recovery-oriented
  - Culturally competent
  - Collaborative
- Press/stories/economic indicators (need more)

### III. Breakout Sessions

The strategy team was divided into 3 groups to work closely on 3 major topic areas: Community Response, Community Fundraising and Communications. Due to time constraints each group was only able to go to 2 breakouts. The groups that did not hear a particular breakout topic were asked to add their ideas at the reporting out phase of the breakout.

#### a. Community Response:

##### ***What Opportunities do you see for PCN in this area?***

- Workforce Excellence– Advocacy & sustainability for CBO's
  - Assistance with evidence-based programming
  - For providers and employees
  - Issues of retention
    - Insurance (assoc. benefits, recruiting retirees)
  - Potential partners: Sierra College and UC Davis
  - Look at attracting youth (flexible schedule, growth opportunities)
- Diversity – systems improvement
- 4,300 kids no insurance
- Assistance for non-represented litigants
  - access to legal advice
  - 43% need literacy on some level (National statistic)
- Perinatal (substance abuse) – family support
- Better communications
  - Know what people are doing/ More opportunities to talk
  - Promote PCN: who we are/what we do
  - PCN as clearinghouse

Prioritize: the top 2 issues from group #1

- **#1 workforce excellence** – committee (Veronica Blake, DeAnne Thornton)
- **#2 Assistance for non-represented litigants**

Prioritize: the top and only issue from group #2

- **#1: Communications**

**b. Operations: Community Fundraising Plan of Action**

**PCN Community Fundraising Strategies (handout)**

<b>Strategy Name</b>	<b>Summary</b>	<b>Pro's</b>	<b>Con's</b>	<b>Requirements</b>
1% or \$1 for the Community	Based on successful 1% for Planet program launched by Patagonia. Business give 1% of sales or \$1 per sale to Community Benefit Fund  Funds generated would support CBO's, etc through competitive grant process	Successful model to use  Could raise \$1M in 3-5 years	Staff intensive	Test feasibility for cause  Founding 20  Initial seed \$ to hire staff/materials
Impact Fee Initiative	Create policy that makes developers pay fee's to off-set impact on social services  Based on current success conservation org's are having with garnering transfer/impact fee's on developments	Could yield millions  Policy change win for PCN  Model for State	Time: could take a long time to change policy at County	Advocacy Need economic case Awareness of who you are High level champions
Line Item in Co. Budget Community Benefit Fund	Social services gets a line item in County budget based on case for population impacts on social services	Could generate significant funding	Requires Advocacy and building a strong economic case	Advocacy Need economic case Awareness of Social services High level champions
Event	Some areas hold large events to raise money for social service causes: ie. Fun Run	Awareness building, Fun	Raises small amount of money compared to effort	Many volunteer hours to coordinate.  Level of interest in participating from community.

**Break-out Comments**

**What stands out for you?**

- Like idea of developing a Community Fund, under the Placer Community Foundation
- Like idea of using various strategies to raise funds for Community Fund that would go to PCN, PCN members, and other organizations or initiatives in Placer County
- Idea of going to County for impact fees or line item seems like a gamble and could potentially cut funds in another area
- Want all strategies to be complementary, not complete (piggy-back on current activities)
- Some liked idea of a collaborative event, others do not

- Many liked idea of raising money for Community Benefit Fund via a \$1 Program

### **Additional Ideas?**

- Create a giving program (payroll deductions), similar to United Way and Reach Program at City of Roseville, to get large employers to give to the Community Benefit Fund
- Create a PR campaign to generate awareness for the Fund and all services in need of donations in Placer County
- Get large grocery stores to give % of funds to Community Benefit Fund
- Large event that also includes training and resources

### **Next Steps:**

Kick-off Community Fundraising Task Group meeting in the next month to create an action plan for building a Community Benefit Fund

### **Community Fundraising Committee:**

Michael Alward  
 Anne Staines  
 Cynthia Spears  
 Jan Shonkwiler  
 Cindy Brundage  
 Barbara Gunther  
 Don Kleinfelder

### **c. Communications:**

#### **What do you like that we are currently working on?**

- Listening well/helping consumers – recovery oriented (potentially usable by other groups) – video?
- Connecting folks who have been disconnected
- It's comprehensive
- Training & conversations are great
  - Really important to reach all communities
  - Need to blitz media w/ trainings

#### **What else could we be doing?**

- Kids expo in RV exists
- Health Fairs? (community)
- Weekly radio spot – Candace
- Regular column – Candace
- Offer to include PCN, etc.
- Not clear what Campaign for Community Wellness is –not yet meaningful
- Send businesses a calendar of fundraisers

- Make sure communications are not always internally directed
- Not ready for business –there is no place for them yet
- Communicate volunteer opportunities

#### **Who else should we be including?**

- Increase internal communication
- Bring in businesses
- Rotary, Kiwanis, Chambers
- Focused forums (MH) to bring in agencies
- Get PR firm to take on PCN as non-profit client
- Connecting w/ Chambers to inform the their members so they can support us and get involved with us
- We could introduce Chambers, etc. to Network –we could do more for them

#### **How does this help you?**

- How to develop communications broadly within & among organizations
- Finding things out – more networking
- Awareness of NPO services

#### **Next Steps:**

It was suggested that we move the PCN meetings from Thursday to another day. Monday afternoon was highly recommended. We will publish a schedule of the PCN Strategy Team meetings once we meet with the Admin. Team.