

PCN Admin Team Meeting
August 6, 2008
Teleconference



Attendees: Cynthia Spears, Jim Gandley, Maureen Bauman, Veronica Blake

Facilitator: Seana Doherty, Streamline Consulting

Seana: I first want to give an update and get a buy-off on the retreat and the Collaborative Award so we can pass that stuff out to everybody.

PCN Faith & Health in Action update: We had the PCN Faith & Health in Action Council kickoff meeting on Friday, our first “official” meeting. Others who did not go to the Panel on June 18th also showed up with interest. We decided to meet quarterly, and committed to a year of service. We also narrowed a list down to 5 projects to work on, and will return with details at the next meeting. They are excited about: getting the word out about their services, to both the public and their constituency, like a guide, but not printed, rather closer to the 211 model.

Maureen: did they listen to Network of Care?

Seana: Yes, I am going to bring that back to them, but they like the call-in function. We are still in the initial phase of getting the information to them about what’s available.

Maureen: “Call-in” means having a set of people more familiar with all the resources. How would that work, would we just have somebody looking it all up for them?

Seana: it would be more than 411, the person would intuitively be able to help them by interpreting what services they need and then finding them. I can’t particularly go into detail.

Meeting regularly is also important for Faith & Health. They also want a health fair to provide services to those who may not be legal or who are homeless. They are hoping we might be able to piggy-back on Bayside Church’s stuff. There is lots of excitement there.

Network of Care update: first round of trying to get everybody to update, 40 have responded to the initial email to update their information, and then we’ll send out another round and then see what kind of response we get with that.

Transportation update: right now LO is working with PCTPA, moving toward an MOU for a pilot program to work with an additional 375k, which will build capacity by expanding services from the same region more toward Sacramento.

Housing update: Veronica, can you help with an update on this?



Veronica: I'm not really sure that I'm an expert on that, but somebody from Sacramento called and maybe has access to new funds for affordable housing. When they called Placer Community Foundation, I handed them off to Lauren to make that connection.

Seana: Also, Janice Critchlow has made us aware of a new organization in Placer County trying to gain access to funding.

Maureen: We have MHSA dollars, but it might not be big enough pot to be attractive.

Seana: She got an invite to the meeting on Monday, but hasn't responded. In any case there are new partners and funding sources coming to the table, so I will follow up with that.

Maureen: It could be a part of a bigger puzzle.

Seana: Again, we have been looking for some seed money to support the development of that project, so it's exciting that there's been progress.

Campaign for Community Wellness: How does PCN fit into this? We'll bring this up at the retreat, more specifically PCN's role in creating a community wellness piece. Part of that is bringing in the faith group, but the other piece is coming up with a 1-2 year vision and plan for the future from PCN's perspective.

Maureen: Was the faith community invited to the retreat?

Seana: Yes, but remember the faith community is totally new to PCN, and they have kind of had their own thing going, and are excited to meet others that are doing things along the same lines as them. We had quite a few people from CCW attend the meeting last Friday, so that's great. It's great because PCN got them together, but now they are getting on a roll.

I think that's it on projects. Any additions?

Thought on Housing: About reaching into Sacramento, have we thought about going into Nevada County, since some of those areas already meld together? There's potential there.

Seana: Maybe, but the thing about Sacramento is that they came to us and are ready to make a partnership. Not formally, though.

Maureen: The parts that are really connected are Truckee and East Placer.

Seana: Sierra Business Council is also helpful in making that link, and they are involved in the Housing issue as well.



Question: Are there developers at the table?

Seana: Yes, though I don't remember who, but yes, there are. Homemade and Mercy Housing were invited, but again, its still in the planning stages.

Comment: Congratulations on the Auburn Journal article. That came out great.

Seana: Elisa helped us write it, it was great. Let's move on to the retreat.

Who are we targeting for Day 1? We'd like to make it open to management teams so that they are getting the same education that the managers are getting, as part of the long-term collaboration message. Did anybody have a chance to get to the website?

All: No.

Seana: Let me explain a little bit then. Pachamama is an exciting new organization that is gaining a lot of headway in the community transformation department. Their message is that as a world, we are now facing the same challenges, what with global warming and such. Through collaborative efforts at a local level, there are solutions that are very inspiring, if people can open up to thinking in a new way. Even just the idea of PCN brining folks together saying that "together we can do more, and we can change things," fits in with this model.

Let's set what we are doing with PCN in this larger context. We are hoping that people will be inspired and feel linked to a larger community transformation effort happening, which will give more meaning to what we are doing while working together.

Question: So it's not really about global warming, it's rather about teaching the structure of coming together around a common challenge?

Seana: Yes. It's about shifting the way we are thinking and living. The 3 things they pull on are environment, social change and justice, and spirituality, which they describe as any form of spirituality.

Question: Are they a nonprofit?

Seana: Yes, but this symposium will be free. The gentleman that will do it for us is from Grass Valley. His name is Michael Stone.

Maureen: I was struggling with the connection between their concepts and our organization, but I think you are helping me understand this better.



Seana: Yes, the global warming piece is not really what they are about, they touch on statistics that are all over the world, the nation, the state, but not just about the environment.

Question: Do they present the tools for this, for Placer County?

Seana: Yes. They will give us those tools. This particular symposium will set a context, then link it to PCN 's work.

Comment: The price is right!

Seana: Yes, it sure is. We've been talking with them for a while, and we feel really strongly that it's a great fit.

Comment: I'm for it; I just think that people are going to think it's environmental. It will be important to make that translation on our website, because looking at theirs, it doesn't really look like Placer County.

Seana: Yes, they did update their symposium page on their website, but still, it's not quite on the mark on their website. So you are suggesting that you make that interpretation and put it on our site? We can definitely do that.

Comment: Yes, because when you look at their website, it looks like we'll be learning about solving the world's problems.

Comment: It might be a little too cosmic, the whole "awakening the dreamer" thing.

Seana: Yes, we can definitely make the interpretation.

Maureen: The name itself won't come with an explanation, so we need to be sure to link it to people's work life.

Comment: Seana, will you work with Michael Stone on making sure the angle is delivered correctly?

Seana: Yes, I have had several conversations with them about fitting the symposium to our group.

Comment: let's just be sure there's no time where we are taking our shoes off and holding hands. No kumbaya.

Seana: They are just struggling with their marketing piece, don't worry. I have talked to Michael, very briefly, but the manager recommended him, so I will work with him before the date, in person as well.



Comment: I am looking at Day 2, the conversation with John Ott where he is talking about ideas from Day 1 and working on how we can move those ideas into plans for the future, which sounds very concrete. Will it be?

Maureen: I think outcomes for Day 1 is fine, but the bigger worry is that it will be linked to the social services world, which is what people are there for.

Comment: The first day, lets make sure we communicate that it is “cosmic” for lack of a better term, but that it will lead to concrete plans in Day 2.

Maureen: Sounds like John Ott needs to be at Day 1. John Ott is a facilitator oriented in mental health, but we are going to push him to orient toward social services. He is an incredible, engaging, respectful facilitator that is very goal oriented. He can hear people and use that to move toward outcomes. He is working with us currently.

Seana: Well, do you like the breakup of the days?

Comment: The logistical question I have is that the larger group that is invited, the managers group, is going to be people who will not be able to afford the overnight. Are they going to be invited to Day 2 or just going home?

Seana: What we are thinking, is that Day 1, folks will come and the price will be minimal because Pachamama is free. We are hoping that the 30-40 directors will stay overnight, and then come to Day 2.

Maureen: I think we need to have something more concrete for the first day for those who will be leaving and not going to the John Ott on Day 2.

Comment: Thought: The first day will last about 5 hours. Can we ask them to complete in 5 hours or maybe 4, and then begin laying the groundwork on the afternoon of the first day, so it still creates continuity for the second day, but those who leave on the first day will leave with some concrete products?

Seana: We could make it all one day, and then make Day 2 all staff and PCN Directors having a regular board meeting or something to that end.

Maureen: Well then, there's no reason to stay overnight. Because we are in such unsure economic times, structuring the first day like that is OK. I am assuming that we are expecting that they are going to be able to translate to our real world.

I would be supportive either way.

Question: Maureen, what's your sense of the likelihood that county folks will attend and stay over? In the light of budget woes, and everything. Can you think that 20 people will stay over?



Gandley: The quick answer is no. We are already skating by without trying to have any layoffs. It's a difficult message to send if we can't afford it. We will have relatively limited attendance on an overnight basis. We are at Granlibakken again, and now we are having the same issues with Granlibakken as we had last year.

Maureen: This would be a good time to talk about going somewhere else.

Comment: What about the Weimar Institute?

SD: I was just thinking about the training that was at the golf course up the road. The Ridge. People came, its right in the middle, etc. The more people there, the better.

It's a real reality I'm seeing because people are having the same budget issues with membership as well. I tell people to just give what they can.

Gandley: I like the feel of the 2 day format over one-day. I think the format is great, and that if we slam it into one day it will be too long. We don't want people shutting down before we can get to the last points. The location will be much less cost prohibitive if it's in, frankly, the Auburn area.

Seana: I doubt we'll get the Faith group to go to Granlibakken.

Maureen: We can work out a consideration for the Tahoe group.

Seana: Action: I will call Granlibakken and find out if we can give up our slot. So, we are keeping the same format though?

Comment: I wonder if we should do a dinner, though. The problem is evening entertainment.

Seana: Lunch, instead?

Maureen: We could do a cocktail hour if we still want people to mingle.

Seana: Thursday would be a nice time to do the award, though.

Comment: I am trying to think of a good place, such as the Weimar institute. There's a convent on Folsom Road.

Seana: What about Bayside Church? Now that I know Mark, I could ask him.

Maureen: Now that we are deciding on Auburn, I think anywhere is fine, if it's comfortable.



Comment: Let's at least move the Collaborative Award to lunch.

Maureen: We could also build that time in elsewhere, if not.

Seana: The thing about lunch is that maybe people who aren't at the event, who are winners, could still attend. The problem with Day 2 is that people kind of start to trail off.

Decisions:

- Everyone likes the idea of moving to Auburn or a more local area
- No overnight
- No dinner
- Move Collaborative Award to lunchtime
- Decide on bringing John Ott to the second half of Day 1, or having Pachamama do this.

Maureen: Well, it could be Pachamama that does the linking piece. They should be the ones to link this relative to the work we are doing.

Gandley: How many people are we planning on?

Seana: 60-70

Maureen: I.e. the Directors and the layer underneath the Directors.

Seana: The church doesn't really understand PCN, so if they pass it out to others, will we allow them to come?

All: Yes.

Maureen: Let us know if you want us to brainstorm on locations.

Gandley: The Ridge is a nice venue.

Maureen: Parkside can seat 400 people; the problem is getting a caterer.

Seana: So, we'll look at the Ridge, Parkside, and Woodcreek. Blue Goose we'll look at too. This is good info. Ready to move on?

Update on Membership: I made a lot of personal contacts with lapsed members. They appreciated a personal call and a few joined at a lower rate. I felt that it was more important not to lose them than to kick them out. I think this will be a good move with the retreat in light of that.

Bev Anderson suggested that we have an introductory rate for the churches, of which there are about 15 engaged in the Council right now. The idea is that we offer a 1-year



intro rate of 150\$. I think they see the benefits, which includes information, access to other people, and passing around information.

Question: Maybe we can approach this with other individual members, where we offer the half rate, but we can request that they join at the regular rate.

Seana: I think they understand, being on the Council, that staff time is paid for through memberships. I think Bayside I will call separately and ask to join at the regular rate. I would personally like to push him to a \$3,000 partnership level. I would invite him to do this. **So everyone is OK with an intro rate of 150\$ for faith groups?**

All: Yes.

September Directors Meeting: Next meeting is Wednesday, the 17th of September, rather than September the 19th or the 18th. This will be from 10am-12pm.

Maureen: We've got John Ott down here for ASOC that day, so I can't make it.

Seana: I am looking for input on the agenda. We haven't met in a long time and I'd like to get people excited about the retreat here, as well as give updates on the projects. We talked about doing a conflict resolution presentation, right Cynthia?

Cynthia: Yes, let's talk about that. I am happy to do it but it happens that I am doing a large event the next day, so the timing might not be good.

Seana: Even though it sounds like it's just a project update, the larger group hasn't heard them yet, so it might take longer than we think. I am hoping a lot of the new Faith folks come, so we can allow time to make those introductions as well.

Cynthia: So no hard feelings if we take the conflict resolution piece out of it?

Seana: Nope, that's fine. I know Holly will have an announcement to make, so maybe we can just make it more of an informal sharing time. Is that OK with everybody?

All: Yes, fine.

Seana:

Collaborator's Award: I have sent you all a draft, and need some input before we go forward. Next year will be November to November, but because it's the first year, we decided we might go back 3 years, which was a suggestion from Jan.

Question: The other thing is adding criteria. Right now it looks pretty general. I mean, what if it's Jim Gandley? We could say that all 40 Directors are deserving of a prize.



I think that we need to have 5 or 6 objective criteria, so if we were going to go back and make a decision, it would be based on a rubric: Timeframe, members, project description, more brownie points for more people involved in the collaboration. If they saved more money for a group, or if they impacted a larger group of folks, these would be things that would add toward good objective criteria. I think we should advance some thoughts on having a separate committee. I wanted last year to make this a discussion point at a Director's meeting.

Seana: Could we decide on this at the September meeting? All the criteria would be solidified and we would have all the applications in place, but we could review and decide who wins at that meeting.

Comment: I would like this to specify that this will be for a project, not a single agency or organization.

SD: Yes, it is a project, such as Health Express, and not a single agency. We will make that correction.

Maureen: I think this team is fine to make the criteria. I think those who were nominated can get credit for this nomination, so it's all good.

Comment: I see not having criteria becoming a problem.

SD: Cynthia, can I work with you on that?

Cynthia: Yes, sure.

SD: But, I'll gather input from everyone. We'll make a plaque and get the project winners in the paper.

Cynthia: Besides a plaque, can we give a 5, 10 or 25 gift certificate to a restaurant? I work with volunteers, and because we have a small budget, I give out 5-dollar Starbucks cards. I think there's something personal about this kind of recognition.

Seana: Once we know the budget, we can decide how to work that in. Let's come out with the numbers first. Are we done with Award stuff? I'll make the changes and add the criteria, and then we'll get it out the door. If there's a tie, should we do two awards?

Maureen: Sure. Even if we get 3, we can give 3.

Cynthia: If we have standards/criteria, that will tell us whether we end up with 3 or only have 1. I want to make sure the others aren't diminished if there are 3.

Seana: Moving on, we have been approached by Placer Food Closet Collaboration who really wants to be a member, but has 0 budget. Can I grant them a comp membership?

Comment: We always have in the past, so yes.

Seana: We do have non-paying members, such as CCTT.

Comment: What does that really mean, a complimentary membership?

Seana: Well, now we list paying members on our letterhead, and they get listed as a paid member on other things like the newsletter. So, there is more to distinguish between participants and paying members.

Maureen: Well, let's give them 1 year, then come back and ask.

Comment: We can always see how we feel next year.

SD: Okay, I think that's it. Thanks, everybody! Goodbye!

