



**I. Meeting Overview and Introductions**

**a. Attendees:**

Facilitators: Streamline Consulting Group

<u>Name</u>	<u>Affiliation</u>
Kent Nakata	City of Lincoln
Edna Moore	AMI Housing
Helen Ridolfi	AMI Housing
Michael Alward	Health for All
Richard Knecht	Health & Human Services/Children's System of Care
Cynthia Spears	Placer Dispute Resolution Services (PDRS)
Randy Tooker	Boys & Girls Club of Auburn
Leslie Woodman	City of Rocklin
Joe Serrano	Tent Makers
Diane Shively	United Advocates for Children of California (UACC)
Karen Klayman	Placer County Community Health
Steve Art	City of Lincoln
Christina Nicholson	Whole Person Learning
Bev Anderson	Placer Caring Connection
Brad Childs	The Wilderness Institute
Barbara Guenther	Placer ARC
Terry Richardson	City of Rocklin – Community Development Dept.
Maureen Bauman	Health & Human Services/ Adult System of Care
Veronica Blake	Placer Community Foundation
Holly Harper	Sutter Auburn/Roseville
DeAnne Thornton	Child Abuse Prevention Council

Attendees spent 10 minutes speaking with a person that they didn't know and then introduced that person to the group. The purpose of the exercise was to give members time to get to know each other. Two new members, Advocates for the Mentally Ill and Health For All each gave a brief presentation to share their work with the group.

## II. PCN Updates and Conversation:

Because there were so many new members and guests at the meeting, Streamline did a brief overview of PCN's purpose, mission and business model. The topic generated a very interesting conversation about the purpose of PCN. Below are some of the ideas that came out of the discussion:

The purpose of PCN:

- Create partnership opportunities
- A good communications tool
- Showcase models for community organizing, social organizing that work
- Bring unlikely partners together
- Speeds up the process of identifying and responding to community needs
- Place to come to learn from others
- Build relationships, connections that help you get things done
- A place to learn about other organizations in the County through the diverse membership
- Fosters an accountability and culture for collaboration (at the Director level that can be taken back to individual work places as well as for future generations)
- To achieve more together than we can individually

## UPDATES

### Operations

1. Streamline contract has been renewed for another year. Services will include staff and project support to PCN.
2. Placer Community Foundation will continue on as the fiscal sponsor to PCN.
3. Sustainability continues to be an important topic at PCN. The strategies for sustainability, currently include:
  - Membership dollars: working to bring in new members and collect dues from current members
  - Partner dollars: Working to bring in new partners through project work and continually provide benefits to current partners
  - The Wellness Fund: A PCN/PCF project to raise fund for local causes through a variety of strategies including an employee giving campaign
  - Grants: on-going submission of collaborative project grants
  - Project Support: PCN charges a case-by-case project fee for every project it manages.

### **Comments per above:**

1. Please post the budget and updated PCN Strategic Plan on the web

## **Communications**

The best communications tools right now at PCN are our projects. Our projects, the transportation project and the Wellness Fund, tell the true story of what collaboration can do. Through the various outlets like our website, rack card, e-bulletin, and project collateral, we are telling the PCN story.

## **Diversity**

Diversity at PCN currently has been defined as the goal of bringing more diverse members into the organization. The thought behind this, created at the retreat in 2005, was that by having a diverse membership base we will be effective in creating collaborative solutions to our county's key issues.

Again, the greatest success PCN is having in bringing in new and diverse members is through the project and initiative work. Recently, new members have come from cities, seniors groups and mental health organizations. We expect to continue to add new and diverse members as projects develop.

## **Community Response**

This year the key community issues PCN decided to take on are: transportation, housing, youth, workforce and the Technical Assistance Coalition. Here are the updates on each.

***Transportation:*** Transportation needs initiated the formation of a small collaborative task group comprised of PCN members and outside partners. The project they came up with is the HealthExpress, a van service that provides fee and reduced rides for people to their medically related appointments (including mental health). For more details on this, please go to the PCN website. The group expects to launch the service, in the Auburn region, in September. This is a huge win for PCN.

***Housing:*** Housing is a key issue across the board in Placer County. There just isn't enough affordable housing. In response to the various disconnected conversations taking place throughout the county, PCN created a forum to bring together key housing leaders to discuss ideas and possible solutions to this issue. To date, the housing group has met twice and will meet again in late July. Currently members include several cities, housing advocates and planning groups.

***Youth:*** Again, in response to a particular population, rather than issue, PCN convened a youth panel in April to host a conversation around key issues facing youth and current resources available. The group also brainstormed possible next steps.

***Workforce:*** Due to prevalent issues of staff turnover, especially at the Executive Director level, as well as capacity issues, PCN decided to put energy into a small initiative called Workforce Excellence. Phase one of this initiative will be an on-line survey that will go out to all Directors of non-profits in Placer County. Questions will focus on job satisfaction,

compensation and organizational capacity. The summary of this data will be presented to the PCN members in September.

**Technical Assistance Coalition (TAC):** PCN is participating in this coalition whose mission is to provide a healthy community of thriving youth and families. The TAC is currently conducting a youth needs assessment of southern Placer County and will be highlighting the results of this assessment in September, 2007.

### III. NEW MEDIA PRESENTATION

Streamline presented an overview of new media and showed samples of new media forms including Voices of the Sierra, an on-line, Sierra-based story telling venue, constant contact, an on-line publication program, a short video from YouTube and an excerpt from a mental health DVD called Listening Well. The purpose of this presentation was to show members how they can enhance the telling of their stories through new media forms.

**Comments per new media presentation:**

- Daunting to think of trying to start using new media at my organization
- Useful
- Could be a good teaching/training tool for new staff
- I see how new media could expand my audience
- I see how new media could revolutionize my marketing efforts
- I see it as a way to interact/connect with clients
- I would like to see PCN put on a more detailed new media training

**Next Strategy Team Meeting:**

<b>Date:</b>	<b>September 19, 2007 (Wednesday)</b>
<b>Time:</b>	<b>10:00 am – 1:00 pm</b>
<b>Location:</b>	<b>TBD</b>