

MARICOPA ASSOCIATION OF GOVERNMENTS
HUMAN SERVICES TECHNICAL COMMITTEE
MEETING MINUTES
MAY 8, 2008

MEMBERS ATTENDING

Carl Harris-Morgan, Town of Gilbert, Chairman	Sylvia Sheffield, City of Avondale, Vice Chair
+Bob Baratko, City of Surprise	Carol Sherer, DES/DDD
Kathy Berzins, City of Tempe	*Connie Stepnitz, City of Goodyear
Kyle Bogdon, DES/ACYF	
+Paige Garrett, Quality of Life Community Services, Inc	<u>OTHERS PRESENT</u>
Joyce Gross, Town of Buckeye	Ann Davis, Citizen
Laura Guild, DES	DeDe Gaisthea, MAG
Tim Cole for Jeffery Jamison, City of Phoenix	Jon Katov, Open Table
Deanna Jonovich, City of Phoenix	Amy St. Peter, MAG
Jim Knaut, Area Agency on Aging	Amy Schlappi, MAG
*Margarita Leyvas, Maricopa County	Shawna Tarboro, SWFHC
Joyce Lopez-Powell, Valley of the Sun United Way	Rena Tenney, MAG
Steven MacFarlane, City of Phoenix	Cynthia Zwick, ACAA
Doris Marshall, City of Phoenix	
Jayson Matthews, Tempe Community Council	+Those members present by audio/videoconferencing.
Joy McClain, City of Tolleson	*Those members neither present nor represented by proxy.

1. Call to Order

Chair Harris-Morgan, Town of Gilbert, welcomed everyone to the meeting at 1:04 p.m. and introductions ensued.

2. Call to the Audience

No comments were made.

3. Approval of April 10, 2008 HSCT Meeting Minutes

Chair Harris-Morgan called for a motion to approve the April 10, 2008 meeting minutes. Deanne Jonovich, City of Phoenix, noted a correction on the Heat Relief agenda item. She said 133,000 bottles of water, not 133 cases, were collected. Bob Baratko, City of Surprise, made a motion to approve the minutes with the correction. Carol Sherer, DES, seconded the motion. The motion passed unanimously.

4. Youth Empowerment Project Update

Chair Harris-Morgan introduced Renae Tenney, MAG, who provided an update on the Youth Empowerment Project and results of the Public Service Announcement competition. Ms. Tenney began by introducing Amy Schlappi, MAG Intern, who will assist with the Youth Empowerment Project and the civil legal study report. Ms. Tenney said the focus of the project is to provide youth information and resources on teen dating violence through the WebofFriends.com Web site and the Public Service Announcement (PSA) competition funded thru the Governor's Office. She said the PSA contest wrapped up in December 2007 which consisted of entries for radio and e-invites. The recognition event of the PSA winners was held in March 2008, at the Suns Diamondback Education Academy. Over 60 students and other committee members attended the event. Message testing focus groups will be conducted to gather information on the PSA winners for incorporation into the final product.

Ms. Tenney presented the winning entries in the radio and e-invite category. The Committee heard the first, second and third place winners for the radio category and were asked for feedback. Joyce Gross commented entry two resembled adult domestic violence scenarios of clients she has worked with and illustrates how a person can take away another's self-esteem. Vice Chair Sheffield said entries one and two had more emotion in their messages. Laura Guild noted entry three provided detailed information but the delivery was too structured. Ms. Tenney noted negative comments from the teen focus group because the dialogue was too formal. Tim Cole suggested incorporating the positive feedback from entries two and three into one. Ms. Tenney inquired if the slapping sound on entry two should be left in. Mr. Baratko said the slapping sound should be left in because it reflects part of the environment and grabs your attention. Shawna Tarboro commented entry number three had focused on the male being the abuser. Ms. Tenney noted the clips were done as they were originally submitted and staff can revise the gender of the people in the dialogue.

Ms. Tenney next previewed the e-invite, noting the idea is to have teens email an electronic invitation to their friends to visit the Web of Friends Web site. Joyce Lopez Powell commented the music softened up the message. She also commented the images were too slow. Mr. Cole added the text was long and could be shortened. Mr. Matthews agreed the text was very wordy and lost meaning. Ms. McClain said scenes were long and she would like to include more diversity in the images. Ms. Marshall inquired if the project had been worked on with a focus group of teens. Ms. Tenney stated teens submitted the entries and the message testing focus groups will be teens. Mr. Matthews said the radio entries had great emotional appeal. He stated the e-invite is lacking emotion and recommended trying to translate the emotion of this issue into this media. Mr. Bogdon suggested incorporating the concept of phone texting. Ms. McClain agreed and suggested having images of teen's texting then, flashing the messages onto the screen above the teen's heads. Steve MacFarlane suggested asking teens in the focus groups if they would forward this message to their friends.

Ms. Tenney thanked the Committee for their feedback. She said the next steps are to incorporate the message testing feedback and then to take the PSAs back out to teens. Ms. Gross thanked MAG staff for the work on this project and asked if focus groups will be conducted in different areas of the region. Ms. Tenney said a focus group has taken place in central Phoenix, one is scheduled for the east valley, and another scheduled in the west valley. She asked the Committee to please contact her if there are other suggestions.

5. Open Table Presentation

Chair Harris-Morgan introduced Deanne Jonovich, City of Phoenix, who presented on the recent City of Phoenix Faith-Based Summit featuring Open Table. Chair Harris-Morgan stated the City of Phoenix recently hosted 300 participants for training on how to implement Open Table, a program that engages places of worship to work with homeless people. Ms. Jonovich began saying four years ago the City of Phoenix Human Services Department saw a need to develop a partnership with the faith-based community. Since that time, the city has held six summits, the first one was on homeless 101. The outcome of the homeless 101 summit was the city's heat relief planning efforts.

Ms. Jonovich said the most recent summit was on Open Table and introduced Jon Katov, Open Table, and Cynthia Zwick, Arizona Community Action Association (ACAA), to provide additional information. Ms. Zwick said the Arizona Community Action Association is always looking to partner with organizations with positive outcomes. She met with Mr. Katov and was impressed with the program and a partnership was formed. Ms. Zwick said partnering with the Governor's office, other agencies and the faith-based community has been rewarding. She said the City of Phoenix is the first municipality to take this on and she hopes other municipalities will also participate.

Mr. Katov began by saying his congregation never planned on this line of volunteerism but as a church it is a privilege to help fellow community members. He showed a video on Open Table helping a family out of homelessness. He said Open Table is a faith-based program made up of professionals to help people create a step-by-step self-sufficiency plan. Mr. Katov said the idea came on a youth mission trip to Los Angeles to help homeless people. While there, the idea of "poverty maintenance" came to light. He said the focus was not on bringing people out of poverty on providing assistance to get by. Mr. Katov said on a visit to CASS, his congregation came in contact with a client there. A friendship developed and the client asked if he could come to their church. During the process, his congregation began to figure out how to help this one person get out of poverty. The development of Open Table began with the networking of various business partners from the congregation to develop a business plan to assist a person out of homelessness and to stay out. He said other businesses were recruited, including the City of Phoenix, DES, and ACAA. Mr. Katov said Open Table can provide training and mentorships to launch an Open Table in other congregations. He said Open Table has not only expanded in Arizona but in Texas and California as well.

Ms. Jonovich stated since the summit the city has held an Open Table university and four churches have agreed to launch similar programs within their congregations. She commented she had not witnessed a quicker way to help a person out of poverty. The process helps in ways that a government agency alone cannot, using resources provided through faith based services. She said the city is hoping to open ten more tables and is very excited to be able to provide a case work team to help with Open Table. Mr. Katov added the churches who have agreed to participate are very diverse throughout the community.

Mr. Knaut thanked Mr. Katov, the City of Phoenix and ACAA for their contributions on this project. He commented it is not an easy task to get all the right partners together to achieve one goal. He inquired if the recruitment of participation by churches has been easy. Mr. Katov stated the idea of servicing the community has always been a concern for the church. He said the issue of homelessness is changing and the focus of lifting people out of poverty is a growing idea. He added the partnership with the city makes this process move more quickly.

6. 2008 MAG Conference on Housing and Transportation Human Services Coordination Report

Chair Harris-Morgan introduced Amy St. Peter, MAG, who presented a report based on the conference held April 8, 2008 that featured local and national best practices on housing and transportation coordination. Ms. St. Peter said the 2008 MAG Conference on Housing and Transportation Human Services Coordination Report is presented for the Committee's review. She noted one item on housing designs is not included in the report and will need to be reviewed by the MAG Building Code Committee. She said the report is based on feedback from the conference to lay out the steps for better coordination. Questions such as how to better coordinate transportation and housing and how to coordinate the two issues together are addressed in the report. She said the report provides an opportunity for everyone to be engaged in dialogue and coordination on the issues.

Mr. Matthews thanked Ms. St. Peter and MAG staff on putting together the report. He said the report could hopefully be a blueprint for other agencies to use and would like to see transportation agencies review this report. Ms. St. Peter said if the members had other ideas of where to present the report at to please let her know. She noted the report will be presented to the MAG Human Services Coordinating Committee in July 2008. Ms. Sherer commented on page eight of the report for persons with developmental disability, noting that persons with developmental disabilities do not receive travel training. She said this is an area with a strong need. Ms. Lopez-Powell commented there is some training available for this population. Mr. Matthews said in the city of Tempe there are also some programs that offer this type of training. Ms. Sherer noted the programs are scarce and underfunded.

Chair Harris-Morgan called for a motion to approve 2008 MAG Conference on Housing and Transportation Human Services Coordination Report with minor

changes and to incorporate changes from other committees. Bob Baratko, City of Surprise, made a motion to recommend approval of the report with additional minor revisions as indicated by MAG staff or other MAG committees. Laura Guild, DES, seconded the motion. The motion passed unanimously.

7. Recommendations for the Social Services Block Grant Allocation Recommendation Process

Chair Harris-Morgan led the Committee in a discussion to determine steps to be taken over the summer to help prepare for the allocation recommendations process in the fall. He said activities will include data collection and analysis such as directed by the Committee. He said Ms. St. Peter has drafted some steps that can be taken over the summer break. Ms. Amy stated the process to develop a new method for recommending SSBG funds included looking at what has been done in the past, what is being done now and considering new options. She said this year may be viewed as a trial run to review the way the allocations are done.

Ms. St. Peter referred to the handout that was sent to members as providing a brief overview of what has been done in the past. She noted a fact sheet about the target groups used to be made available for the committee members. She proposed a zero-based budgeting activity as an exercise for information only. The committee would develop allocation recommendations based on the target group fact sheets without the previous year's allocations in mind. She stated the activity would only be for reference only. Ms. St. Peter referred the committee to the other options listed on the handout and went through the timeline of the proposed plan.

Mr. Matthews supported the process of moving forward, adding the allocation process has been the same and this new process will give a way to evaluate the allocation process. He volunteered for the work group. Mr. Baratko agreed the evaluation is long over due and this will provide a tool to better determine priorities. He also volunteered. Mr. Knaut agreed the zero-based budget is also a good idea but noted if there were enough qualified people to make the judgements on allocations. Ms. Garrett also had concerns regarding zero-based budgeting activity and offered to volunteer for the work group. Ms. Sherer and Ms. Sheffield also volunteered their time for the work group. Ms. St. Peter thanked members for volunteering and welcomed other members to participate. She stated any documents will also be sent out to the full committee. Mr. MacFarlane commented the City of Phoenix will also have a representative for the work group.

8. Status Report on the MAG 2008 Regional Human Services Survey

Ms. St. Peter, MAG, gave a report on the number of surveys submitted to assist regional human services planning. Ms. St. Peter stated over 50 surveys have been submitted. She said she has been contacted if it was still possible to send in the surveys past the deadline and confirmed this was acceptable. She noted staff has received surveys from five cities, 13 nonprofit agencies, a high school district, businesses and the Morrison Institute.

Ms. St. Peter said a report on the survey findings will be presented in the August meeting. She said copies of the surveys are available for members to fill out today. Ms. St. Peter noted that the survey is intended to reflect people's own opinions, not necessarily those of their employer or affiliation. People may also complete the sections of the report they feel most comfortable with and leave the rest blank. Ms. St. Peter said the results inform the funding cycles for SSBG, FTA Section 5310 and Stuart B. McKinney funds from the U.S. Department of Housing and Urban Development.

9. Comments from the Committee

Ms. Lopez-Powell commented she had received a benefits chart with good resource information and thought the information would be helpful to Committee members. Ms. St. Peter thanked Ms. Lopez-Powell for the information and said MAG staff can scan the chart and also put it on Web site.

Chair Harris-Morgan commented a foreclosure workshop will be held at the City of Phoenix City Hall with many vendors. Please see him for more information.

Ms. Lopez-Powell commented the VSUW will partner with DES and the Governor's Office to provide resource information to be posted on AZ211. She said the Web site will provide useful information for everyone including individuals and case managers. She said the information should be available on AZ211 by the end of May or mid June.

10. Adjourn

The meeting adjourned at 3:00 p.m. **The next Human Services Technical Committee meeting is scheduled for Thursday, August 14, 2008 at 1:00 p.m. at the MAG offices, second floor, Cholla Room.**