

AMARICOPA ASSOCIATION OF GOVERNMENTS
HUMAN SERVICES TECHNICAL COMMITTEE
MEETING MINUTES – APRIL 11, 2012

COMMITTEE MEMBERS

Deanna Jonovich, City of Phoenix, Chair
Mary Berumen, City of Mesa
*Kyle Bogdon, DES/ACYF
+Krista Cornish, Town of Buckeye
*Naomi Farrell, City of Tempe
Janeen Gaskins, City of Surprise
Laura Guild, Arizona Department of Economic Security
Jeffery Jamison, City of Phoenix
*Jim Knaut, Area Agency on Aging
*Margarita Leyvas, Maricopa County, Vice Chair
*Joyce Lopez-Powell, Valley of the Sun United Way
Steven MacFarlane, City of Phoenix
*Jayson Matthews, Tempe Community Council
+Leah Powell, City of Chandler

+Cindy Saverino, Arizona Department of Economic Security
*Sylvia Sheffield, City of Avondale
*Carol Sherer, Arizona Department of Economic Security/DDD

OTHERS PRESENT

Tim Cole, City of Phoenix
Pearl Chang Esau, Expect More Arizona
Diane Kaplan, Town of Buckeye

Rachel Brito
Brande Mead, MAG
Amy St. Peter, MAG

+Those members present by audio/videoconferencing.
*Those members neither present nor represented by proxy.

1. Call to Order

Amy St. Peter, MAG, called the meeting to order at 1:15 p.m. She advised Chair Jonovich was delayed and would arrive soon. Introductions ensued.

2. Call to the Audience

An opportunity was provided for members of the public to address the Committee. No public comments were made.

3. Approval of March 7, 2012 HSTC Meeting Minutes

Ms. St. Peter called for a motion to approve the March 7, 2012, meeting minutes. Steve MacFarlane, City of Phoenix, motioned to approve the minutes. Laura Guild, Arizona Department of Economic Security, seconded the motion. The motion passed unanimously.

4. City Leaders Institute (CLI) Issues Statement

Chair Jonovich arrived at the meeting. She invited Amy St. Peter, MAG, to provide an update on the City Leaders Institute (CLI) issues statement and background paper. This region was one of five regions chosen to participate in the project. Other regions include San Diego, Miami, Arlington County in Virginia, and Montgomery County in Maryland. The project launch for Phoenix, San Diego and Miami will be meeting on May 7-8, 2012 in Phoenix. Regions are focusing on different issues including

transportation and accessible buildings. This region will focus on social participation. Research and experience has shown that when people are more engaged, they are less likely to decline in health. Some great examples and best practices have been found in the region. It was noted Granite Reef Senior Center in Scottsdale was recently presented with NuStep's Pinnacle Award for the most outstanding senior center in the United States. Ms. St. Peter discussed building upon, integrating, and enhancing the efforts and great work that has already been done. This includes efforts on the state's 2020 Plan.

Ms. St. Peter provided a brief overview of cities in Arizona with a large population of older adults and statistics on future increases. Scottsdale is ranked as number one and Surprise is ranked number four for cities over 100,000 people with large concentration of people aged 65 years and more as tracked by the U.S. Census Bureau. She discussed the changing needs and demographics across the region and noted there are more than 460,000 people age 65 and older in the County. This number is expected to increase to 700,000 within the next eight years. The needs of individuals are different from five to ten years prior, and will also differ five to ten years in the future.

The focus for this region is to help older adults be more socially engaged. Senior centers is an important component, but not the only component. Different models including the Village Movement, Senior Center without Walls, and National Occurring Retirement Communities are models being researched. The work of this project is being guided by the MAG Human Services Technical Committee as well as the Human Services Coordinating Committee. A CLI local team is being formed. Current members include: Mayor Greg Stanton, City of Phoenix; Michelle Dionisio, Benevilla; Joe La Rue, Sun Health; Mary Lynn Kasunic, Area Agency on Aging, Carol Kratz, Virginia G. Piper Charitable Trust.

Ms. St. Peter presented the issues statement and background paper for review and input. She advised that stakeholder group and advisory group meetings will be held over the next year to ensure integration of multiple perspectives.

5. MAG Municipal Aging Services Project Update

Chair Jonovich invited Ms. St. Peter to present on the Municipal Aging Services Project (MASP). Ms. St. Peter advised a stakeholder group meeting was held on April 9, 2012. The summary of recommendations, which is a compilation of information gathered from discussion during the forum, from stakeholder group meetings, and other meetings held to date, has been distributed to allow for greater input. The summary identifies different priority areas such as transportation, helping people age in place, increasing social participation, utilizing technology, and increasing organizational capacity. It will be included in the model toolkit being developed for use by local governments. The goal of MASP is to help determine the best and most effective way for local government in meeting the needs of older adults in a cost effective manner. The draft toolkit is under development. The toolkit will also include an extensive list of resources.

Mary Berumen, City of Mesa, inquired how best to support sharing this information. Ms. St. Peter advised all material is available for download from the MAG website. Staff is also available to offer presentations. Agencies are also welcome to include the project in their agency newsletter. Data specific to each city can be provided upon request. The next steps are to accept feedback on this document. Feedback is due by the end of April. The complete model will be presented at the next meeting for review and feedback and will continue moving through the MAG Committee approval process.

6. Maricopa County Needs Assessment

This topic will be rescheduled for a future meeting as representatives were unable to attend the meeting.

7. Expect More Arizona

Chair Jonovich invited Pearl Chang Esau, Expect More Arizona, to offer an overview of the organization and the issues in education affecting the state. Ms. Esau provided a brief history of the organization noting the program began as a statewide public awareness campaign to make education the top priority in Arizona. Early efforts included awareness campaigns and initiatives. Three years later, the founding council determined the next step would be to move from awareness to action. She noted recent polls indicate education is now a top priority in Arizona. They questioned how to take the concerns of Arizonans and turn them into a grassroots statewide movement. Ms. Esau was then hired to transition the organization into a 501(c)3. She is currently building the organization's structure, next steps, and strategic plan.

Ms. Esau shared the Expect More Arizona vision and mission. She provided an overview of the state's academic achievement compared to national data. The statistics reflect students are below proficiency in reading and math and that 50 percent of graduates do not qualify to enroll in Arizona's public universities. Ms. Esau stressed the importance of everyone's participation to ensure success in the educational system.

The building blocks for a world class education from birth to career were discussed. Building blocks include world class academic outcomes, global leadership, commitment to all students, strategic investment, collective impact and highly effective educators and leaders. Ms. Esau stressed the importance of working collaboratively to ensure wrap-around services to ensure student's needs are met. She highlighted a group of 15 agencies convening around collective impact to research public communication and outreach. They include the Department of Education, the Governor's Education Council, First Things First, and the Charter School Association among others.

Expect More Arizona's current campaign focuses on parent engagement. Efforts include a multi-media public awareness campaign on television, radio, print and online. An interactive website engages families and children with college and career

planning guides and checklists. It was noted outreach and presentations are being conducted throughout the state. Ms. Esau discussed the need for greater partnerships and discussed several options such as offering presentations to city council, staff or community partners, sharing information through agency newsletters, intranets and websites, and signing up to join the movement through www.ExpectMoreArizona.org.

Ms. Gaskins discussed the efforts of many local nonprofits and their capacity. She recommended contacting local non profits and sharing the idea of collective impact to be able to strengthen their ability to offer resources. Additionally, she suggested financial assistance in the form of grants, funded by Expect More Arizona, would increase the opportunity for local nonprofits to participate to a greater extent. Ms. Esau agreed Expect More Arizona can help to build up alignment and collaboration across the state.

Chair Jonovich inquired how Expect More Arizona relates to Helios Education Foundation. Ms. Esau advised that Paul Luna, President and CEO of Helios, is Chairman of the Board for Expect More Arizona. Ms. Esau discussed the two collective impact childhood initiatives occurring through Helios. Expect More Arizona will be a partner in communicating these initiatives to the public. Ms. Esau advised outreach efforts have been conducted through districts, schools and nonprofits. Presentations have also been offered to city and state agencies as well as retirement communities. She welcomed suggestions for any other groups within the community that they can reach out to.

8. Heat Relief Network

Brande Mead, MAG, shared information on Heat Relief efforts for 2012. MAG is partnering with municipalities, non-profits and faith-based organizations to coordinate the Regional Heat Relief Network. The Network began in 2006 and has grown from 20 partners to 75 partners. Last year, there were 75 hydration and refuge locations across the community and 46 water donation collection sites. Ms. Mead expressed her gratitude to everyone who has participated in the Heat Relief Network.

The Network is a web of community volunteers that are able to provide a place where community members can make donations; a hydration station for individuals to get water; and a refuge location where individuals can get out of the heat. The City of Phoenix has expanded the Network to provide wellness checks for elderly homebound seniors during the summer. Ms. Mead noted data has shown that the number of people dying in the community as a result of the heat includes homebound seniors.

Ms. Mead advised most cities and towns have responded to the invitation to participate. She offered to present at any meetings as requested. MAG is developing a map of all locations to be distributed among the community. The Heat Relief Network begins in May and runs through September. However, information for the maps is collected throughout the summer and maps will be updated as needed.

Chair Jonovich encouraged everyone to participate noting the Heat Relief Network is a great way to serve local communities during the hot summer months.

9. Request for Future Agenda Items

Committee members were given an opportunity to suggest topics or issues of interest they would like to have considered for discussion at a future meeting. Staff will follow-up to reschedule the Maricopa County Needs Assessment presentation. No additional requests were submitted.

10. Comments from the Committee

Committee members were given the opportunity to share comments or information related to community events. No comments were made.

11. Adjourn

The meeting adjourned at 1:53 p.m. The next meeting is scheduled for Thursday, May 17, 2012 at 1:00 p.m.