

MARICOPA ASSOCIATION OF GOVERNMENTS  
HUMAN SERVICES TECHNICAL COMMITTEE  
MEETING MINUTES – AUGUST 9, 2012

COMMITTEE MEMBERS

Deanna Jonovich, City of Phoenix, Chair  
Christina Avila, City of Avondale  
\*Mary Berumen, City of Mesa  
+Kyle Bogdon, DES/ACYF  
\*Krista Cornish, Town of Buckeye  
+ Patti Russell for Naomi Farrell, City of Tempe  
\*Jessica Fierro, Town of Gilbert  
\*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  
\*Carol Sherer, Arizona Department of Economic Security/DDD

OTHERS PRESENT

Tim Cole, City of Phoenix  
Tim Schmaltz, Protecting Arizona Families Coalition

Rachel Brito, MAG  
Brandi Mead, MAG  
Bea Ronan, MAG  
Amy St. Peter, MAG

+Those members present by audio/videoconferencing.

\*Those members neither present nor represented by proxy.

1. Call to Order

Chair Deanna Jonovich, City of Phoenix, called the meeting to order at 1:01 p.m. 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 May 17, 2012 HSTC Meeting Minutes

A motion to approve the May 17, 2012, meeting minutes was requested. Jim Knaut, Area Agency on Aging, motioned to approve the minutes. Jeffrey Jamison, City of Phoenix, seconded the motion. The motion passed unanimously.

4. Voter Mobilization

Chair Jonovich welcomed Tim Schmaltz, Protecting Arizona's Families Coalition (PAFCO), to discuss voter mobilization. Mr. Schmaltz advised that prior to early October, several leaders from non-profit agencies, including the Alliance for Nonprofits, Children's Action Alliance, Greater Phoenix Urban League, and more came together to discuss methods to engage the non-profit community in a non-partisan voter project. The result was a series of actions and activities and an

agreement with NonprofitVote to provide training programs, resources, and one-on-one consultations with agencies. He noted a mini-conference is scheduled for August 10, 2012, to share resources on voter mobilization and plan for a September conference. Mr. Schmaltz noted PAFCO is part of One Arizona, a coalition of non-partisan, non-profit organizations committed to increasing voter registration and participation in all communities. As part of this effort, more than 98,000 new voters have been registered.

Fact sheets are being developed for distribution at the upcoming September conference. The fact sheets will address different issues such as aging, mental health, budget reductions, and questions to candidates among other topics. The purpose is to inform the public on key issues. Mr. Schmaltz advised under the National Voter Registration Act, public agencies have an affirmative obligation to register people to vote. He noted efforts at PAFCO to encourage traditionally low voter populations to register and get on the early voting list. Efforts include sharing the Get out the Vote language, informing and reminding people to vote. Additionally, agencies that conduct home visits, such as ABIL, are encouraged to take voter information to their clients.

Mr. Schmaltz advised *Save the Date* information for the September conference is forthcoming. Additional information is also available on the PAFCO website at [www.pafcoalition.org](http://www.pafcoalition.org) and on FaceBook. Vice Chair Leyvas raised a question regarding specific requirements related to Community Development Block Grant (CDBG). She inquired if the voter registration act supersedes any other acts and how this would affect CDBG. Mr. Schmaltz offered to submit the question to PAFCO's lawyer, who specializes in non-profit work.

5. City Leaders Institute on Aging in Place(CLI)

Chair Jonovich invited Amy St. Peter, MAG, to present the best practice research and concept paper for the CLI pilot project. Ms. St. Peter reported the project and related efforts in aging services were nominated to participate in an exclusive White House Forum on Urban Innovation event in Washington, DC, on August 27, 2012. On August 8<sup>th</sup>, Ms. St. Peter received word that the project was confirmed to attend the event. It will include 150 people from across the country doing innovative things to address aging services. Staff is incredibly excited to have the project recognized.

Ms. St. Peter acknowledged and thanked Bea Ronan, the MAG intern; two interns from the City of Phoenix; and two from Sun Health who have been working on the CLI project. She presented the literature and best practices reviews produced by the interns and one received from Partners for Livable Communities. Both documents offer a greater understanding of each aging service model. Ms. St. Peter advised interviews have been conducted with representatives from multiple village models and the findings support that villages and aging in pace models do have an impact. More information is being sought on the return on their investment.

Interviewees are reporting the difficulties to start a village, enroll members, and sustain the model. Their overall advice is not to fashion a village as a social service agency and to keep the service area small. Ms. St. Peter reported research is being conducted on the viability of establishing multiple villages and aging in place models in this region coordinated through a regional network. One idea being considered is to connect people and resources through a cyber network. This type of model appeals to a younger generation ages 55 to 65 years, more than individuals 75 to 85 years plus. This would provide a way for the younger generation of older adults, who generally do not frequent senior centers as much, to access the services and social supports found at the centers.

Ms. St. Peter discussed the need to build up the volunteer base to keep costs down. Villages that have relied more exclusively on volunteers are better able to keep their overhead costs low. She noted Executive staff may be the only paid staff. Start-up costs range from \$30,000 to \$400,000. Beacon Hill, the first village that was created, experienced the higher start-up costs as a result of trial-and-error. Ms. St. Peter noted part of the cost can be impacted if a village is trying to form their own 501(c)3. In researching village budgets, 40 percent of the budget is generally derived from membership dues. Ms. St. Peter spoke to the importance of diversifying the funding base to make the project more sustainable.

Ms. St. Peter discussed the experience of Coral Gables, a village that closed. This particular village had one funder with set benchmarks. In addition, it is helpful to conduct surveys to determine what services people want and what they are willing to pay for. Conducting surveys, outreach, and research will help to increase knowledge regarding the target audience. Many villages noted difficulties with signing up new members; often money was cited as a factor. The City of Santa Monica addressed this by paying membership fees for persons with low incomes and providing stipends to attend arts and cultural functions.

Ms. St. Peter also noted that often people are reluctant to become members of a village because they feel this is an admission that they need help. Village representatives stress the importance of messaging the village model appropriately so the focus is on the support participants give each other. Ms. St. Peter referenced the interview summaries provided in the handouts. Five interviews have been completed to date. Staff is in the process of organizing an event scheduled for September 24, 2012. Formal invitations will be sent to a targeted audience that has shown support for the village model concept and wants to become more involved. The goal is to identify the capacity, needs, and locations for a pilot project. Ms. St. Peter expressed appreciation for working with the Committee members on this project.

Jayson Mathews, Tempe Community Council, called the project a dynamic model and a way of creating community. Mr. Knaut acknowledged Ms. St. Peter, staff, and the interns for their efforts. He commented the invitation to the White House is an honor well-earned. Chair Jonovich agreed with the acknowledgements, noting the hard work is evident through the recognition given to the project. A motion to

recommend approval was requested. Mr. Matthews made a motion to recommend approval of the best practice research and concept paper. Christina Avila, City of Avondale, seconded the motion. The motion passed unanimously.

6. HEARTH Act Implementation

Chair Jonovich invited Brande Mead, MAG, to offer an update on the HEARTH Act. The HEARTH Act was passed in 2009. Since then, the Continuum of Care (CoC) has been waiting to implement the new rules. The HEARTH Act Interim Rules were released in mid-July. Ms. Mead had an opportunity to attend a conference in Washington, DC, following the release of the interim rule. Several sessions were offered by HUD to address the regulations which consist of a 185 page document. Ms. Mead advised the regulations are available on the HUD Homeless Resources Exchange website at [www.hudhre.info](http://www.hudhre.info). An [introductory guide](#) to understanding the regulations is also available on the MAG website.

The interim rule establishes regulations for the Continuum of Care (CoC) including how to operate the CoC, how to apply for funds, and how to use funds successfully in different projects throughout the community. The new rule also revises the Emergency Shelter Grant into the Emergency Solutions Grant (ESG) and clearly states collaboration between ESG and CoC is required. Ms. Mead noted some of the key changes for the CoC are defined responsibilities and the availability of planning funds on behalf of CoCs to support existing and new activities. It was noted the amount of planning funds is not known at this time. Additional information will be released with the Notice of Funding Availability (NOFA) which is expected at the end of August or early September.

Ms. Mead discussed additional requirements to develop a coordinated assessment process. She noted these efforts are currently in progress. The interim rule also clearly emphasizes performance measurements. As a CoC, programs funded through HUD will need to be evaluated. This not only includes new programs, but existing programs as well. Ms. Mead noted the process for receiving funding at the local level will be a competitive process.

Additional clarification was also received on the Homeless Management Information System (HMIS) and how it relates to a coordinated assessment process. Ms. Mead noted HUD is very clear that the CoC planning body must be representative of certain groups. This will require an assessment of the membership to identify areas where additional representation is needed. Additionally, the CoC must establish a Board to act on its behalf and develop a governance charter. The Board must be representative of a homeless or formerly homeless individual and represent organizations serving sub-populations throughout the region.

Ms. Mead advised the CoC was designated a priority community by HUD approximately one year ago. In order for HUD to meet its federal goals, the CoC is required to meet local goals. As such, HUD has provided technical assistance in three key areas: developing a coordinated assessment process, assessing transitional

housing programs, and developing a governance structure. A working group meeting is scheduled to meet on August 9<sup>th</sup> to address the new requirements.

Mr. Knaut inquired about the additional representation required on the CoC. Ms. Mead advised membership from is needed but not limited to faith-based, victim service providers, business community, hospitals, and mental health agencies. Joyce Lopez-Powell, Valley of the Sun United Way, asked for clarification on the role of the MAG Regional Council as it relates to the CoC governance required by HUD.

Ms. St. Peter advised the Regional Council has the ability to approve significant policy recommendations submitted by other MAG committees. However, when the CoC was established at MAG, one condition set forth was that the Regional Council would not approve the HUD application submitted by the CoC. They are able to approve reports prepared by the CoC. She noted the Regional Council would not serve as the CoC Board. Ms. Mead advised HUD is seeking input from communities on the structure of the CoC board. Comments are being accepted through September 10, 2012. Chair Jonovich advised the technical assistance provided with help clarify requirements for developing the CoC governance. The CoC has two years to establish the CoC governance structure.

7. 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. No requests were submitted. Committee members were encouraged to email requests to staff at any time.

8. Comments from the Committee

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

9. Adjourn

The meeting adjourned at 1:50 p.m. The next meeting is scheduled for Thursday, September 13, 2012 at 1:00 p.m.