

Maricopa Association of Governments  
Human Services Technical Committee  
Meeting Minutes  
October 21, 2004

TECHNICAL COMMITTEE MEMBERS

ATTENDING

Patrick Tyrrell, City of Chandler, Chairman  
Lorenzo Aguirre, City of El Mirage  
Nichole Ayoola, City of Mesa  
Judy Bowden, Mesa United Way  
Moises Gallegos, City of Phoenix  
Paige Garrett, Glendale Human Services  
Council  
Jayson Matthews for Kate Hanley, Tempe  
Community Council  
Carl Harris-Morgan, Town of Gilbert  
Connie James, City of Scottsdale  
Jim Knaut for Mary Lynn Kasunic, Area  
Agency on Aging  
\*Barbara Knox, DES/RSA  
Margarita Leyvas, Maricopa County HSD  
\*John Paul Lopez, City of Tolleson  
\*Joyce Lopez-Powell, VSUW  
Norma Quevedo, City of Surprise, Proxy for  
Dan Lundberg  
Doris Marshall, City of Phoenix  
José Mercado, City of Phoenix  
\*Kyle Moore, DES/ACYF  
Susan Neidlinger, DES/DDD  
Sandra Reagan, Southwest Community  
Network  
Sylvia Sheffield, City of Avondale  
+Linda Snidecor, City of Goodyear

\*Judy Tapscott, City of Tempe  
Wayne Tormala, City of Phoenix, Vice Chair  
\*Margaret Trujillo, Value Options  
\*Neal Young, City of Phoenix

OTHERS PRESENT

Debra Determan, MAG  
Teresa Franquiz, MAG  
Commander Kim Humphrey, Phoenix PD  
Sandra Mendez, DES  
Ayanna Rutherford, MAG/AmeriCorps  
Laura Skotnicki, Save the Family  
Cherisa Standridge, MAG/AmeriCorps  
Jason Stephens, MAG  
Amy St. Peter, MAG  
Mindy Wakefield, Maricopa County  
Tarina Wood, Nina Mason Pulliam Charitable  
Trust

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

Please note that due to schedule changes, the agenda items occurred in the following order.

1. Call to Order

Chairman Patrick Tyrrell, City of Chandler, called the meeting to order at 1:05 p.m. and introductions ensued.

2. Call to the Audience

No comments were made.

3. Approval of July 15 and September 22, 2004 Human Services Technical Committee Meeting Minutes

Connie James requested that the September 22, 2004 minutes be changed to reflect that she was in attendance. Doris Marshall, City of Phoenix, moved to accept both sets of minutes. Connie James seconded the motion. Both sets of minutes were approved unanimously.

4. Presentation on the Statewide Earned Income Tax Credit Campaign

Sandra Mendez from the AZ Department of Economic Security (DES) provided a presentation on the statewide education and awareness campaign about the Earned Income Tax Credit (EITC). She explained that the intent of DES is to work with the Arizona Community Action Association on a statewide campaign. They recently found that there would be no funding available for this campaign, although a staff person from DES has been made available for the project. She said that ACAA offices are well positioned to target low-income community. DES has already partnered with ACAA in the southeastern part of Arizona to provide IDA programs. DES hopes to pair EITC with this existing effort. She noted that the EITC could potentially provide up to \$6000 for a low-income homeowner. They are also looking at financial literacy programs and college and child savings accounts.

Debra Determan requested that each HSTC member update the Committee as to what his or her cities are currently doing toward the EITC campaign effort.

Sylvia Sheffield said that Avondale has had an IDA program for 2 years now and they have already done some marketing for the EITC. They have been working with the IRS to hiring a new caseworker (an AmeriCorps VISTA) for their CAP office who will develop an umbrella program for all of their low-income efforts. Their focus will be on building assets.

Paige Garrett said that there has been a major push for the EITC in Glendale and that there is a group currently meeting every other week to plan for 2005.

Moe Gallegos said that the EITC campaign is in its second year in Phoenix. The first year was successful and he thanked and complimented Sandra on her efforts on behalf of DES. He deferred to Wayne Tormala for the remainder of detail on Phoenix's efforts.

Jim Knaut from the Area Agency on Aging said that his agency has been supportive of the EITC campaign.

José Mercado, City of Phoenix, also deferred to Mr. Tormala.

Marge Leyvas said that Maricopa County has worked with thirteen subcontracted agencies on their EITC efforts.

Connie James said that Scottsdale has been working with the Governor's group on the EITC and that they have a new VITA site at a neighborhood center. They are also including an educational component to their services.

Jayson Matthews noted that the EITC is in its third year in Tempe and that Arizona State University has been a great partner in assisting with the City's campaign.

Nichole Ayoola said that Mesa will be continuing their EITC efforts in much the same fashion, but they would try to engage in more targeted marketing and would attempt to get more buy-in this year. There is a possibility of getting another staff person to focus on EITC. They plan to increase their volunteer base. Training for EITC volunteers begins next week in two 16-hour blocks for new volunteers, or a refresher 8-hour course for returning volunteers.

Judy Bowden from the Mesa United Way said that they have partnered with the City of Mesa on their EITC efforts.

Sandra Reagan from the Southwest Community Network said they the IRS had recently made a presentation to the W. Valley about encouraging other communities to get involved.

Linda Snidecor from the City of Goodyear said that their Community Initiatives Department had been in touch with Ms. Sheffield from Avondale about establishing their own VITA center. She said that Goodyear is definitely on board for helping with the EITC campaign.

Carl Harris-Morgan said that he is not sure of all the activities that have been in the Town of Gilbert, although this year they may begin their own campaign with marketing.

Lorenzo Aguirre from the City of El Mirage said that they do have a VITA site in their City and that they have partnered with AARP.

Wayne Tormala said that Phoenix will build on its efforts from last year with their three-pronged approach. Their goal is to bring in 15,000 families to fifteen sites. Seventy-five

zip code areas will be covered. Last year they were opening on Monday nights only, yet they were very busy due to the word of mouth. They hope to eventually offer more year-round services on financial literacy. They will partner with the Headstart program. He said that he and his staff would be meeting with the Mayor's staff tomorrow.

Norma Quevedo said that Surprise is also joining with AARP in their EITC efforts.

##### 5. Homelessness and Domestic Violence Updates

Amy St. Peter, MAG staff, gave members of the HSTC an update of Continuum of Care activities and invited Committee members to attend the Annual Appreciation Luncheon on November 1, 2004. Ms. St. Peter also provided an update on materials for children who have witnessed domestic violence that were developed by the Health Cares About Family Violence Committee and Crisis Response Teams.

Ms. St. Peter began by updating the Committee on the HUD application for McKinney-Vento funds that was completed over the summer. The consolidated application represented 51 programs and the amount requested has grown significantly. Five years ago, the amount totaled about \$7-8 million. Now the total is almost \$20 million. The Continuum is one of highest ranking in country and one of the best in the West, which is to the credit of this group, the Continuum and the providers. She thanked the HSTC for their efforts and specifically thanked those involved with the street count. The Continuum will hear about the confirmed amount in January.

She added that the Continuum is having their annual luncheon on Monday November 1 from 11:30 – 1:30 at Chaparral Suites in Scottsdale. They have a great speaker, Nancy Amidei from the University of Washington, to deliver the keynote address. They wish to honor those who are working so hard to end homelessness. She asked the Committee members to contact her if they want to RSVP.

She also invited the Committee members to a Power of Engagement Workshop the following day, November 2 from 8:30am – 11:30am at the Encanto Park Clubhouse. Nancy Amidei would again be the guest speaker at this event.

She noted that the Continuum is currently working on strengthening its membership and bringing new faces to the table. There is also an evaluation project underway, the purpose of which is to measure the success of the programs run by the various Continuum agencies. They have completed a pilot to test the instrument, which appears to be reliable and valid. They are now working on rolling out the tool to the various agencies. She asked if there were any questions. At that time, there were none.

Ms. St. Peter then passed around new materials that have been developed for children who have witnessed domestic violence. There was a coloring book and two brochures, one for younger children and one for older teens. She said that MAG is currently looking for sponsors who can fund the printing and distribution of these materials.

Chairman Tyrrell asked Ms. St. Peter and the other Committee members how the materials could be utilized. Ms. James said that in Scottsdale, for example, they could use these kinds of materials in the waiting rooms of their CAP offices or in their neighborhood centers. They could even be used in the waiting areas of the zoning office. She noted that there are several non-traditional spaces where that kind of material could be utilized.

Ms. Leyvas asked how much it would cost to print more of the materials. Ms. St. Peter replied that it would depend upon how many they were printing. With the economies of scales, the more they ordered, the lower the cost would be per item. As a rough estimate, it would cost approximately \$600 to print about 250 of the coloring books. Ms. Determan noted that the funding to produce the materials was provided through the Innovative Grant from the Governor's Office, but there was limited funding available for printing additional copies. Susan Neidlinger noted that the Valley of the Sun School and Habilitation Center has a print shop which employs individuals with developmental disabilities that might be available for this kind of project. The person to contact is Frank Kostek, Executive Director. She also suggested that MAG could solicit private companies or other types of organizations to do the printing in-house on a pro bono basis. There were no further comments at this time. Chairman Tyrrell thanked Ms. St. Peter and the staff at MAG for all their work.

#### 6. Discussion of Aging Services and Data Collection

Chairman Patrick Tyrell led the Committee in a discussion of how best to proceed in the areas of aging services and data collection, the two new initiative areas approved by the HSTC and HSCC in July. Doris Marshall asked if there had been a survey done of various groups in order to identify what their needs were, as far as aging services were concerned, about three or four years ago. She thought that the County might have done it. Ms. Determan said that would check on it with Lenore Parker. Ms. Marshall suggested that the next step could be to identify if those needs gathered from the previous survey were still there and unmet. If so, they could then be prioritized.

Chairman Tyrrell said that at that point, it could be tied in with the data collection efforts. He noted that what the group should be looking for at this point is concrete action steps. Mr. Knaut suggested that the Committee might need to split into groups. Chairman Tyrrell said that he would like to measure the level of interest in the group and asked those who were interested in serving on an aging services work group to raise their hands. At least half of those in the room raised their hands. He then asked those who were interested in data collection to raise their hands. Approximately 1/4 to 1/3 of the room raised their hands. Teresa Franquiz, MAG staff, said that she would send an email to the Committee members following up on their work group selections.

Jayson Matthews from the Tempe Community Council asked what the timeframe might look like. Chairman Tyrrell responded that he would like to see a report go to the Human Services Coordinating Committee by the end of the fiscal year on what steps should be taken.

Paige Garrett, Glendale Human Services Council, asked what exactly the data collection group would be focusing on. Chairman Tyrrell replied that the goal would be to avoid taking a shotgun approach to data gathering and how best to organize the information that is already available.

José Mercado said that about two years ago there was a committee that looked at data collection. He asked if the HSTC data collection work group would be excluding their findings. Chairman Tyrrell replied that the purpose would not be to exclude any findings of any group, but rather to attempt to focus the data that has already been gathered; to take the overall areas and try to make them a little more focused on some specific issue, similar to what has been done with homelessness in the Continuum.

Mr. Knaut noted that MAG will be working on a mid-decade census in 2005 and that the data collection group could work on how to apply the information that will come of that and how to make it valuable to human services.

Debra Determan said that it would be important to work with the group out of the Governor's Office that is working on the State Aging 2020 plan.

#### 7. 36-Minute Press Conference Kick-Off to Domestic Violence Awareness Month

Chairman Tyrrell said that the Governor made a proclamation yesterday declaring October Domestic Violence Awareness Month. All month long we have had events going on around in many communities promoting prevention of Domestic Violence. He introduced the Vice Chair of the Regional DV Council, Commander Kim Humphrey.

Commander Kim Humphrey, Vice Chair of the Regional DV Council provided a brief overview of the press conference held on September 30<sup>th</sup>. A portion of video was played. Afterwards, Commander Humphrey presented the 5-Year Report Card for the DV Council that was released on September 30<sup>th</sup>. He noted that the main objectives of the press conferences were to highlight the upcoming DV awareness activities going on throughout the Valley during October and to present the DV Council's 5-Year Report Card. The listed the four individuals who spoke at the press conference: they were DV Council Chairman Phillip Westbrooks, Pamela Enos-Garcia, a survivor of domestic violence, Connie Phillips, Executive Director of Sojourner Center, and himself. The press conference was advertised to the media as a 36-minute press conference because in AZ, a child witnesses domestic violence at least once every 36 minutes. The theme was "there is not a minute to lose" and several time related DV statistics were used to underscore the urgency of the issue. The press conference was well received, with 6 TV stations present, 3 radio stations, and at least 3 newspapers. He also thanked all of the volunteers who helped organize this successful event.

At this time, the e-invitation that was sent to the media was played for the Committee.

Commander Humphrey referred to the 5-Year Report Card distributed to the members. He noted that the DV Council is proud of the work they have accomplished since 1999, but that there is still much work to be done. Currently, 11 of the original 41 initiatives have been implemented, while 13 are in progress. He briefly highlighted some of the

most significant achievements of the Council and its subcommittees, including Employers Against Domestic Violence, Health Cares About Family Violence, and the Crisis Response Teams.

Commander Humphrey finished his presentation by noting that there are two new subcommittees that have been recently formed by the DV Council. These are the Victim Services Subcommittees, which plans to develop a geographic model of where needs and services of currently available and the Municipal Approach Subcommittee, which plans to take a comprehensive inventory of the human services that are currently available in the various cities and towns. He thanked the Committee members for their attention and asked if there were any questions.

Chairman Tyrrell suggested that if there is anything that the HSTC could do collectively to help with the DV Council's efforts, that they would be happy to assist. Ms. Determan mentioned that the e-invitation that was played would soon be available for distribution to public access TV stations. Ms. Franquiz noted that MAG's Communications staff is currently looking for a video warehouse that could convert FLASH animation to BETA before the content would be prepped for broadcasting. She noted that she would keep the Committee informed of developments.

8. Update and Discussion of Propositions 200 & 400

Jason Stephens, MAG staff, provided the Committee members with further detail on Proposition 400, which would extend the half-cent sales tax in order to fund the implementation of the Regional Transportation Plan. There were specific questions about Proposition 400 at this time. Mr. Stephens offered materials on the Proposition to the members. One member asked if the Proposition were not to pass on November 2, would the planning process have to start all over again. Mr. Stephens replied that yes, it would. Another member asked if it were to pass, would it affect the amount of federal money available for transportation. Mr. Stephens answered that no, it would not very much affect the amount available from the federal government.

There was no discussion of Proposition 200 at this time.

9. Announcements

There were no announcements made at this time.

10. Adjourn

The meeting was adjourned at 2:30pm. The next meeting of the HSTC is scheduled for:

**Thursday, November 18, 2004**  
**MAG offices, 2<sup>nd</sup> floor, Saguaro Room**  
**1:00-3:00pm**