



Healthy Mendocino Leadership Team

April 23, 2020 1PM-3PM Zoom Meeting

Minutes

Present on Call: Roseanne Ibarra, Patrice Mascolo, Molly Rosenthal, Donna Schuler, Stacey Pollina-Millen, Miranda Ramos, Tammy Moss-Chandler, Victoria Kelly, Menaka Olson, Clinton Maxwell, Megan Barber Allende

Absent: Jill Damien, Patty Bruder, Johann Ramirez, Carol Mordhorst

Financials

Patrice went over 1st quarter financials. Wages and indirect costs are split between two accounts, one being the county contract. The county pays for much of the salary costs and mileage.

The balance sheet shows totals of where we are at and how it relates to the budget. We are doing well but spending more than previous years in program supplies because we had some expenses in the form of a grant to the North Coast Action Teams last fall that was categorized as program supplies.

The \$58,498 indicates how much we have received from the county to date but does not include the first quarter funds which will be invoiced next week and be received in May for about \$52,000. That will bring our balance to nearly \$73,000. This figure includes carry over from previous years. We anticipate receiving one more check from the county in August for about \$22,000. The program will be sustainable with two full time staff through August in case we do not start receiving FY 2020/2021 funds in July. We will need to have enough to cover the licensing fee of \$26,550 for Healthy Communities Institute by November.

Fundraising Update and Discussion

Molly and Patrice had a free consultation with Phoenix from Evolved Growth Strategies and listened to some webinars which spurred new ideas for fundraising. Now is a good time to be fundraising, despite the pandemic. Patrice and Molly reworked the fundraising letter to be more personal and direct. The Leadership Team feels the letter is still too long. Suggested showing how HM is stepping up their role to serve the community. Staff will re-work the letter and get it out early next week. Patrice will follow up with the funding partners through emails and phone calls.

Donna asked for clarification on MCHAVN and Consolidated Tribal Health logos. Patrice will add their names to the logo sheet. Stacey asked why MCC was not represented, and Miranda replied that it is represented under ARCH. MCHC is represented separately because they made an additional donation.

Funders and Leadership Team wanted to know if staff has found out where the County stands in terms of funding for FY 2020/2021. Megan and Miranda felt it was important to have a promise from the County before asking other funders to support Healthy Mendocino.

Tammy said the County wants to be a partner, because she sees value in the collaborative that has brought all these great organizations together that have donated money and in-kind gifts to complete the CHNA. The

County will not be walking away from this, however the 150K has not done what they hoped it would have done. Tammy could not say how much they will fund Healthy Mendocino until there are more discussions on what strategy Healthy Mendocino will be taking, especially in response to the pandemic. Once decided, she would need to take the funding proposal to the HHSA Advisory Board and the Board of Supervisors.

Stacey asked what specific expectations the County had that were not fulfilled.

Tammy said that it is difficult for her to tell because there were a lot of expectations verbalized before her time that were not put into the contracts. Healthy Mendocino got put in a difficult situation. Tammy wants to work with HM to figure out what they are doing and trying to accomplish. She takes responsibility for the disconnect.

Website Update and Discussion

Molly has created a Resource Library for pandemic support and is keeping the homepage updated with the most pertinent information. The Resource Library has been promoted in a boosted ad on Facebook, press releases and a newsletter. A PSA is in the works.

Miranda asked for analytics on the Resource Library to see what kind of hits we are getting. Patrice will check Google Analytics. Stacey will send the Resource Library to the MCC social media page. Tammy would like analytics to cross reference and will see how the county can link to it.

Roseanne indicated that this is an opportunity for us to think about our purpose. She invited the Team to consider: are we serving the purpose of our partners? Are we hoping to reach individuals? How are we accessing people that are not able to get to the website? In times like this, how can we be supporting our partners to get information out?

There are some resources in Spanish, but there should be a Spanish language category. The Library should also be promoted to Al Punto and other Spanish media, with school districts and personnel, tribal leaders, and administrators.

Roseanne contacted tribal administrators and is compiling a list of tribal contacts. She said she finds it very useful to have a central place for all information.

Miranda was impressed with this one-stop –shop for information. This seems like a good opportunity to take these clear, tangible resources and build a real campaign that works within our current paradigm of communication. This resource library should be a central piece of work for the next few months. She thinks it is a good strategy to find out who is looking at it and set a goal for increasing traffic and a goal for distributing the resources to people that do not have internet. This would harken back to Healthy Mendocino's beginnings.

Community Meeting and Strategy Discussion

The May 28th date for the community meeting is canceled. We could host a virtual town hall meeting and staff is investigating what it would take to have a virtual phone meeting and contacting KZYX to see if they would be interested in airing it.

Tammy does not think this meeting is needed right now for accreditation because Public Health is getting an extension. Roseanne said the meeting would be an opportunity to talk about how we are doing things

differently, given the state of things. This is a place for HM to engage and collect feedback and input directly from the community on the issues and on how we are defining our steps going forward.

Tammy said her understanding was that the meeting was to get community input for the CHIP. But she wants to regroup about the purpose of this meeting because it would be insensitive to hold a meeting with the same topics and in the same way we would 3 months ago. Mental health will get worse because of this COVID-19. We need to rethink how we do this meeting under the new reality.

Tammy said HHSA is not looking to going back to business as usual until the fall and she does not expect we are going to get back to business as usual for a very long time. Accreditation will be different even with the extensions.

Roseanne said the meeting was to inform about our initiatives going forward for the next fiscal year. Things will change due to COVID—and how HM moves forward with the work we set out to do.

Does HM want to convene the community in a different way, or do we talk to agencies directly about where we can plug in? In this new landscape we can show leadership in developing a different way to work, interact and communicate throughout the county. We can use the Resource Library as the center piece and increase traffic to the site. We also need to figure out how to communicate with individuals that do not have internet access.

Menaka: We are missing human contact and collaboration. This is an opportunity to use an online and audio format to share whatever the group decides. May 28th does not give us a lot of time to coordinate a meeting. This virtual format of a meeting is flexible and allows people to join in that never would have joined in before. But it makes it difficult to predict attendance. There is an opportunity here to reach a broader audience by holding a virtual meeting.

At the meeting Healthy Mendocino should be prepared in a simple way to answer: what we can do for you in the next few months and in the future. It means pivoting from the original plan and narrowing the focus. In a simple way we can present: here's what we've done, here's the feedback we've received, here's the feedback we need.

Miranda: Staff should think about who we are convening this meeting for. In May and June, leaders will be hard to get ahold of. Individuals? That is a constituency that we have not effectively communicated with in the last few years.

Stacey shared that MCC is re-thinking everything. HM was already in this position for the last year, but this pandemic is an overlay to that transition. The Leadership Team feels that staff needs to show leadership on how to move the program forward.

Tammy shared that the strength of HM is as a central hub for data and health information. That is something we do not want to lose. We need to maximize this value to our partners and the community and build on that. Best to focus on this now. That is a lot, in itself.

Tammy: We could use this meeting as an opportunity to update the community on the CHNA and get more input. If people thought mental health was a pressing health issue last year, what are they saying about it this Spring? This is an opportunity to get more authentic genuine feedback and community input that reflects this new reality we are in.

Miranda agreed with Tammy's angle. It provides the community the opportunity to know about the work we have conducted. Updating a clearer understanding of the mental health needs now.

2020 CHIP Process Update and Discussion

Work on the CHIP plan has been pushed back. Patrice wants to convene a subcommittee for the CHIP: Roseanne and hopefully Victoria and Miranda. The committee can meet over the phone, Zoom or just open an email dialogue.

Bylaws Discussion

Patrice reviewed the Bylaws. Because the Advisory Council was such a large group of busy individuals and does not meet regularly, we decided that the LT should be more of a governance body and approve the financials and budgets.

Clinton raised the point that Michelle Hutchins is his supervisor and is on the Advisory Council. She needs to sit on the body that makes decisions. There needs to be some reworking of who is on which team.

Tammy: The names of both teams need to be revised. Semantics are important. You would not get advice or decisions with such a large group that does not have buy-in. I value the advice of the Advisory Council, but I would not want that huge group to have input. The Council should not have final approval on something like Bylaws, they can give advice. They do not have time as the leaders in their organizations to make these decisions. I might delegate someone like Donna to do the work and then take it to a smaller group.

Roseanne mentioned the Advisory Council is our think tank. Our hope is that they would be ambassadors to share out what HM is doing. The Leadership Team deals with nuts and bolts of HM operations and defines the strategy.

Donna: We cannot have voting and approval from both groups.

Clinton: We have a funding-driven mandate for a reason when we were going to do a workforce development push. Is the goal to pivot out of this?

Tammy: HHSA was the original funder of this collaborative because our work addresses community health needs and supports a CHIP. It has always been some version of shared work between HM and HHSA. There is the nexus between what the funders want and what makes sense for HM to do in terms of becoming a healthier Mendocino County. However, these Bylaws are arranged to recognize that some funders are offering more in-kind, cash, or critical feedback. Even though HHSA is still a primary funder, we will not be able to fund a position to just work in education. Maybe someday, but not today.

Clinton: When staff showed him the workforce development plan, he saw immediate value for MCOE. Now we are talking about something different going forward. This seems like an identity crisis.

Tammy: Healthy Mendocino is in a sort of identify crisis right now.

Roseanne: Our role is to define it. It is an opportunity to define who are we and what are we doing. What role do we serve? We are not in the business of creating new programs. Our strength is serving as central hub for information and linking people up in the community, bringing stakeholders together for feedback and dialogue and helping partners to collaborate. i.e. the role of Advisory Council/partners is giving feedback to HM and taking back what we are doing to their agencies. In addition, Healthy Mendocino's role is to complete a Community Health Needs Assessment (CHNA).

Miranda said we should be asking ourselves: what happens to funders and stakeholders if HM does not exist? For Miranda, participating in the governing bodies of Healthy Mendocino has given her the

opportunity to network and shore up partnerships. Federal Qualified Health Centers and Adventist have a good ongoing conversation aside from HM. There is a great opportunity for more effective convening of partners. COVID has proven to be an incredible convener. What is the essence of Healthy Mendocino? What can we do that is not happening any other way? What does it mean for stakeholders if we did not exist?

Tammy posed the question: What are the key values, skills, and strengths that HM offers? No other place has links to organizations through a web presence that can be built upon. Healthy Mendocino is a shared forum with the opportunity to be more multidisciplinary: law enforcement, education, HHS, etc. Tammy said she has been a resister of developing new programs and that we should focus on the shared forum. She does not need a new program or initiative unless it has leveraged multidisciplinary collaboration in some big way. She is much more interested in the sharing of information and building of relationships.

Miranda: I am excited about the work that Patrice and Molly have put into the website. That is what ARCH initially supported and would be really interested in supporting the expansion of something like this.

NCO: HM is of huge value to NCO as a community action organization. Community action organizations promote self-sufficiency for individuals and HM supports this by offering resources on a large scale. HM could help link it all together with a shared degree of focus and bring power to the collaborative.

Roseanne: this is an opportunity to be that link between agencies and the public and help to build trust between agencies and communities, convene the public on agencies behalf.

Before a vote could be taken on the bylaws, Patrice will need to rework them to clarify some of the nuts and bolts of how decisions are made and the role of the Advisory Council in providing feedback and as advocates for Healthy Mendocino.

Patrice thanked Miranda, Menaka and Tammy for very honest comments about what Healthy Mendocino will look like going forward.

Miranda agrees: Many of us are representatives of funders but not necessarily decision makers.

Transparency: public should be able to see if we want to engage the public more.

Megan said that confidentiality policy is needed, but not necessarily in the bylaws. A confidentiality policy will provide safety in making decisions.

Donna: expectation of conduct participation wise should be included.

MOU Discussion

Patrice gave an overview of the document which is between each funding partner and HM. It requires all funding partners to provide a primary contact for HM, scheduled coordinated meetings, supplemental resources. Healthy Mendocino commitments to communication and engagement in how their funding will be spent.

Section 5—section e: are we saying HM will have programs we are creating or is it that we are calling Healthy Mendocino a program? Language needs to be changed so we are not representing ourselves as a separate nonprofit nor a program of NCO

Roseanne: We want to be clear about how much staff time we expect from each agency each month. Please include specifics under “Funding Partner” section.

Funding requirements: do not need that section

Becoming and NCO Program

Menaka has not checked in with Patty yet about this. Menaka wanted to know if Patty has answered any questions that were raised at the last meeting: does it strengthen NCO, does it fit with NCO's mission, etc? Patrice has not followed up with Patty since then. Patrice wants this to be win-win. This vote today would just be a recommendation to the NCO board.

A motion put forward by Victoria to approve HM becoming a program of NCO, Miranda seconded the motion. Carried by LT members. All voted in favor, Megan was absent for the vote (Tammy, Patty, Megan, Johann and Jill missing)

**Motion carried 9-0: Roseanne, Patrice, Molly, Menaka, Miranda, Victoria, Stacey, Clinton, Donna
Absent: Jill, Tammy (left call early), Megan (away from desk), Patty, Johann**

Patrice will collect votes by email for those that did not get to vote

Closing comments

Clinton asked Healthy Mendocino to please reach out if the program is starting to look at work-based learning and internship opportunities coming out of COVID. These are critical components of the K-12 CTE. Clinton was hopeful we can put some focus on these opportunities as we come out of this because this really is where we move the dial. How do we use this reengagement to do this better than before COVID?

Roseanne would love to be thought partners on that with Clinton. Adventist has summer internships.

Next Steps/Action Items

Patrice re-work bylaws: further define roles of LT and AC, take out confidentiality clause and put in an expectation of conduct. Keep conflict of interest. Final approval in May.

Patrice start brainstorming a confidentiality policy

Patrice collect votes from Tammy, Megan and Jill about becoming a program of NCO

Staff will look into Google Analytics on the Healthy Mendocino website

Staff brainstorm value and strength of Healthy Mendocino and strategies to pivot work

Staff brainstorm purpose and format of community meeting—date TBA

Staff work on Resource Library accessibility for non-English speakers and people without internet.

Next meeting date: Thursday, May 28th at 1PM

Respectfully Submitted by Molly Rosenthal, Healthy Mendocino