



Healthy Mendocino Poverty Action Team

Minutes for February 28, 2019

In attendance: Angelica Millan, Diann Simmons, Julie Fetherston, Julie Beardsley, Waldi Helma, Anne Molgard, Julie Beardsley, Angela Wartell, Holly Unluata

Updates: Census – Julie B. said that Public Health are partnering with community Foundation to try and get a 75% response rate. It is vital for bringing money and services into the county. The survey is mostly online, a short form with no income questions. They will be using kiosks and handheld ipad type devices. The state has given county \$75,000 to help defer costs. County will be hiring census workers for \$17-30hr if they pass background checks.

Update: Community Market – Holly Unluata, ARC FRC director is now the point person for the community market. 30 applications so far, 27 spanish, 2 english and 1 bilingual. Extended date to March 15th. Partnering with West Company and EDFC.

West company will provide training to applicants for small business development, marketing etc... EDFC will be providing small loans for those who want/need them and can qualify. The current plan is to run four markets starting in June. Tentative dates are: June 2nd, June 7th, August 4th and Sept 8. Each market will include applicant booths, plus booths from other businesses (they will pay a booth fee). There will be arts, and educational speakers and booths. The Alex Rorabaugh Center will be open with activities for kids. They are talking about doing a pre and post survey for participants to see what worked and what didn't and if it improved their lives. They hope that this can be an ongoing thing like the farmers market, or a mobile market that 'pop's up' at other events like the book sale, plant sale at college, VWF pancake breakfast etc.

There was conversation about making sure that the education and information provided to the applicants includes some awareness of the difficulties of creating small businesses (this may not be their path to financial success) but that the skills are transferable and give them the information for what next steps might be after this. What entry level jobs are available that might be open and well matched for them.

ACTION ITEM: Julie F. will follow up with Holly to provide staff support for marketplace planning

Update: Action Review – Julie F. updated the team on the timeline for the final Community Health Improvement plan (CHIP) report. We will be wrapping up this round of the CHIP process the end of this year. She suggested that the team review their stated goals and objectives and revise them according to what has been occurring and decide if other pieces will be done or not in this cycle. Specifically, she asked about the following items:

1. Objective: Identify and analyze the problem through data collection and community focus groups to better understand what poverty looks like in Mendocino County.

Objective Measure: By March 2019, completion of surveys of at least 125 households living in poverty in Mendocino County.

Julie brought a copy of a draft survey from 2017. The team confirmed that the survey had not been done and some discussion ensued about the merits of a deeper dive to understand the picture of poverty in our community. Angelica mentioned a survey done for the City of Tuscon by University of Northern Arizona. There was some agreement that it would be useful to look into the feasibility of this objective.

ACTION ITEM: Angelica will send Julie F. information from City of Tuscon

ACTION ITEM: Julie f. will investigate feasibility of conducting survey and report back to team at next meeting

2. Earned Income Tax Credit (and Child Tax Credit) were identified early on as an easy win for the team to promote and help bring money into community and into families pockets. VITA (Volunteer Income Tax Assistance) does this as part of their work, staff has had conversations with VITA project coordinator about ways to either expand their capacity or pick up where leave off. Julie said one way the PAT might do this (if it is still chosen as an action item) to put together information and best practices for businesses who employee's may qualify for EITC and do outreach at a workshop that the Mental Health Action Team and the Family Wellness and Childhood Obesity Action Teams are trying to put together for Human Resource professionals. The workshop is intended for businesses and organizations countywide. If it happens, it will provide expertise and work sessions to develop policies and practices that improve the physical, mental and fiscal health of employees while improving productivity and employee engagement.

ACTION ITEM: Julie f. will gather some best practices and report on next steps at next meeting.

The team agreed that it was worth exploring. They also said we should review next steps and our objectives at the next meeting.