

Healthy Mendocino Project
POVERTY ACTION TEAM (PAT) MEETING
March 22, 2018
737 S. State St., Shasta Conference Room

Present: Rachel Ebel Elliott, HHSA; Waldi Helma, HHSA-FCJ; Thaïs Mazur (By phone), Healthy Mendocino; Julie Beardsley, HHSA-Public Health; Lydia Lopez, ARC-FRC; Heather Gurewitz, EDFC; Kaly Rule, LSNC; Angélica Millán, LSNC

1. Review of minutes of February 22, 2018 Meeting & Other Announcements

Draft minutes approved as submitted.

Jennifer O'Donnell of United Way reported to Rachel that due to other commitments, she will not be able to participate in PAT any further.

Lydia distributed Registration forms for the Día del Niño Celebration sponsored by Al Punto and the ARC: April 29, 2018.

2. Report from March 8, 2018 Healthy Mendocino Summit

Lydia reported back on the feedback received from Summit participants regarding the Community Market Project. In particular, Lydia noted that one participant commented on using mentors. The use of mentors had also been previously raised by Julie. The Team agreed that the use of mentors was a good idea. One Summit participant also questioned whether the Project could be deemed discriminatory by excluding other businesses. The Team discussed this concern and concluded that since the purpose of this Project is to help poor people gain entrepreneurial skills, the exclusion could be justified but the Team will be mindful of this issue as the Project takes shape.

Thaïs mentioned that the feedback about the Summit had been positive with people commenting about how they had gotten a lot from the groups portion of the Summit and liked the information sharing. Thaïs also mentioned that there had been discussion about holding two summits annually.

3. Report on EDFC Economic Summit

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EDFC applied for a grant from the Community Foundation and received \$1000.00 and with the help of this grant, Heather reported that the EDFC is putting on an economic summit to bring banking institutions together with businesses and the chamber of commerce. The goal is to hold the Summit in the Fall, probably in October. Heather may have some materials to share with the group and mentioned Kansas City Source Link (www.kcsourcelink.com).

4. Project Discussion-Community Market

- a. Update re West Company: Lydia spoke with the West Company and confirmed that they're on board with the Project. West Co. also mentioned to Lydia that they have some clients that would be a good fit for the Project. As an aside, West Co. is looking to hire qualified Spanish Speaking persons who could work either as business advisors or workshop facilitators. West Co. also confirmed that food product types of businesses were within their expertise and they could advise Project participants regarding such businesses. Because people are at different levels, West Company prefers a referral system; they will send steps they take to counsel folks. West Co. also suggested that the Project launch as a "Pilot" program with a shorter period of longevity. The Team discussed that August – October and two Sundays per month might be a good time frame.
- b. Role of the Team: Lydia pointed out that current partners of the Project were—UVA, ARC, Grace Hudson, West Company, and PAT. Lydia also mentioned a discussion she had with Scott from the Farmer's Market regarding a possible partnership. As for the specific role of PAT, the Team discussed providing feedback, application development, survey development, and help with outreach. Lydia mentioned that UVA meets the first Monday of the month and she sees them as the action part of the Project particularly with outreach. Grace Hudson is providing the facility for the Market. West Company is providing the education portion. Heather mentioned that small financing might be available through EDFC to individual participants.
- c. Application Development. Heather led a discussion about the general qualities or qualifications that the Team would be looking for in Project participants. Besides being low-income and not selling illicit products (products must be legal and permissible on a school campus), other characteristics mentioned were: good listener, motivated to improve, committed, and "community-minded."

5. Actions Steps & Assignments

- a. Lydia will send out a new Project timeline.
- b. Heather will take a stab at drafting the application and forward to Angélica for additional review/input.

The Next Meeting is Thursday, April 26, 2018 at 11:00 a.m.-12:30 p.m. in the Shasta Conference Room at 737 South State Street, Ukiah.

Minutes by Angélica Millán