



## Healthy Mendocino Leadership Team

January 23, 2020, North Coast Opportunities Small Conference Room  
Minutes

**Present:** Roseanne Ibarra, Patrice Mascolo, Molly Rosenthal, Julie Fetherston, Miranda Ramos, Michelle Hutchins, Clinton Maxwell, Johann Ramirez, Victoria Kelly, Carol Mordhorst, Stacey Pollina-Millen, Megan Barber Allende **Absent:** Jill Damien, Jody Johnston, Tammy Moss Chandler, Menaka Olson

### Introductions

### Financials Discussion

December's expenses--account 82563 is the account specific for the county contract, i.e. a percentage of the staff salaries and mileage. At the February meeting, the team would like to see the revenue and expenses and how they relate to budget for whole fiscal year.

### Fundraising

We should be open to new ways of asking for money in a fundraising letter. Let's also consider expanding the agencies that we are targeting and include businesses.

The letter should mention workforce to get other sectors interested, especially the business sector. To receive more than a 1-year pledge organizations would need more information about where HM is going. The letter serves the purpose of record keeping, so most fundraising should be done by in person or by phone call to make the personal connection. The last paragraph in the letter should be in a separate pledge card.

It is necessary to communicate how Healthy Mendocino has changed and how it is moving forward—does something need to be sent out ahead of time explaining this new direction to established partners? Maybe there could be two separate campaigns—one that for potential new funders and one for old funders that elaborates on the new vision and direction.

The list of current funders should be included at the bottom of the letter so that prospective new donors can see the partners in the community that support us. Molly Rosenthal has experience writing appeal letters and will work with Patrice on re-writing the letter(s). Patrice hopes to get them out by end of February.

### Advisory Council Conversations and Capacity Map Feedback

Staff and Roseanne conducted one-on-one interviews with some of the AC members to ask them for specific feedback on the initiative chosen.

In general, the Advisory members felt workforce was a very necessary focus for HM. There is much being done in the county around this issue, yet HM can help break down silos, be a connector, advocate for concrete solutions, support a county-wide workforce strategy and show up and demand follow-through.

HHSA sees HM as a true community collaborative since this work is not done within the agency. It will be key to have the correct messaging around how we arrived at the Workforce Development focus from the current priority areas and to communicate it to our partners.

How workforce development meets the goals of our primary funders is something that needs to be addressed. Many of our funders have a huge percentage of vacancies at their organizations and a lot of turnover.

Not sure how workforce is connected to the priorities from the CHNA. Staff responded that there was discussion on workforce from the community conversations they had and how it is as large piece of in Mental Health, Substance Abuse etc. Important to help the outlying areas for equity.

There is a strong need for the mental health initiative and there's a good case for it. Housing is strong too. Housing and workforce must be worked on in tandem.

Looking into the collaborative initiative Target of Opportunities in Humboldt County may help answer some of our questions about where HM brings value to all the work currently underway in each silo. Target of Opportunities focuses on using pathways to develop soft skills and encouraging industry to train employees up.

There's a lot of work that's already happening, why would HM work on it also? HM could help with outreach to get people to utilize the programs available.

How do we fashion a plan but then rely on the people getting the funding to carry out the work? Morphing 3 areas/initiatives into 1 initiative can be done and it might win more buy-in from funders.

Healthy Mendocino should work to break down the silos, internally in organizations and conducting promotion to community. How many people that go into Mendocino College nursing program stay in Mendocino County? HM could also collect much more granular data on our workforce in the county.

Public Health is funding HM work and concerned the work will not help them meet accreditation standards. Workforce would not be a community health initiative according to accreditation.

Workforce is about public health because it can increase people's self-worth if have good jobs and thus their health.

### **Initiative Update**

Staff did not have time to introduce the revised initiative goals based on the gaps identified in the key leader conversations.

### **MOU with NCO**

Staff did not have time to go over the draft MOU with NCO. **Action Item:** *Please review the MOU with NCO enclosed in the packet and send questions to Roseanne and Patrice.*

### **Misc/Chip Plan Process Update**

Julie spent the last couple months working with communications consultant, Jendi Coursey, on the CHIP Plan. Draft CHIP plan has been revised for accreditation and sent off to Public Health for review. CHIP Report will be tackled next.

### **Advisory Council Agenda**

Items for the Advisory Council agenda for January 29<sup>th</sup> meeting: Advisory Council feedback, workforce development asset map, review the strategies to redefine based on the information from the asset map.

Next meeting date: February 27th

Respectfully Submitted by Molly Rosenthal, Healthy Mendocino