



Healthy Mendocino Leadership Team

August 27, 2020 1PM-3PM Zoom Meeting

Minutes

Present on Call: Roseanne Ibarra, Patrice Mascolo, Molly Rosenthal, Clinton Maxwell, Miranda Ramos, Stacy Pollina-Millen, Megan Barber Allende

Absent: Donna Schuler, Johann Ramirez, Victoria Kelly, Menaka Olson, Tammy Moss Chandler, Jill Damian

Meeting Commence 1:00PM

Welcome & Announcements

- Megan announced that The Community Foundation is hosting community conversations in 4 rounds: tourism, the safety net (food, children & youth, seniors), the arts, and environment.
- Patrice announced she changed the agenda and will not be going over year-end FY 19/20 financials and added a few items to the Healthy Mendocino updates.

Financials

FY 20/21 Budget

- Patrice updated the budget to reflect the contribution to salaries from the NCO PPP loan. The loan extends through October 15th. Patrice added in staff cell phone and remote work stipends.
- Indirect expenses are a lot less than what it would usually be because the cost of our salaries will not be as high. We still have total expenses more than \$25,000 we hope to get funded but still anticipating a carry over from last fiscal year. Other anticipated expenses include full cost of utilities at the coast office and consulting fees for CHNA at the end of winter.
- Staff has been looking at possible grants to fill the funding gap.

Fundraising

- **Commitments:** Adventist confirmed they will be funding HM at \$30K and ARCH confirmed funding of \$10K—which is the amount of our ask for this FY. The County has confirmed \$50K but we are still waiting for the contract to be signed. **Total committed funding for FY20/21: \$117K**
- **Potential:** Community Foundation would like to wait until fall to talk about funding. Patrice will be contacting MCHC and MCOE in a few weeks because they are still drafting their budgets. **Potential funding FY 20/21: \$125K**
- **Total funding received FY 20/21: \$21K**
- Megan commented that it looks like things are coming together and commended staff for working hard to make this happen.
- Megan asked about funding from NCO that was touched on at previous Leadership Meetings. Patrice clarified that if HM's funding were to be cut significantly and staff would have to drastically reduce hours, staff would be reassigned to other NCO projects.

- Staff looked at a possible grant with the Robert Wood Johnson Foundation for addressing healthcare inequities among communities of color and creating policy change in healthcare but is still deciding whether to apply. HM would apply for the grant in partnerships with the Cancer Resource Center (CRC) and other organizations. It is a \$300K grant dispersed over 3 years. It's a longshot and would require partners to develop a new program that addresses inequities in access to care in the county. Staff is hoping to meet with Karen at CRC next week and make the decision.

Healthy Mendocino Updates

Google Analytics Report:

- Patrice presented a comparison of HM analytics to NCO's analytics. NCO receives many more page views a year than HM because they have a huge number of programs and much more visibility in the community. HM gets 20K page views a year versus NCO's 87K. That is not too bad for our small program since our main program is the website.
- Clinton pointed out that many NCO's page views are for job opportunities which doesn't carry over to HM. According to the report people are using the site for the information you provide. This is a good sign. He thanked staff for providing more context on the website analytics.
- Staff is working on increasing hits on the COVID-19 Resource Library by conducting more outreach and partnering with the Mask Up Mendocino mask distribution campaign.
- Staff will begin presenting the previous month's analytics at each meeting.

Website:

- Updates to the website:
 - new navigation bar layout
 - new covid-19 indicators
 - pages for local projects and collaboratives: Mask Up Mendocino, MOVE 2030, Mendocino Coast Healthcare Foundation
- HM is not a part of the MOVE 2030 collaborative but is promoting their work. Roseanne suggested we share the Workforce Development Asset Map with them to see if it could be of use. Molly shared that MPIC was interested in taking over the document and maintaining updates.

Mask Awareness Campaign:

- HM is collaborating with the Mask Up Mendocino campaign (a project of NCO funded by the County) by hosting the official webpage for the project, sharing information, and conducting outreach. Molly is working for the project as a separate NCO employee 4 hours a week (these hours are not billable to HM). Mini grants are being awarded to agencies, schools, individuals, and community groups for mask distribution or creative ways to get the word out to the target groups.
- The LT gave feedback on the project and asked staff to relay their comments to NCO and the Mask Up committee. The LT felt that more content on the website should be available in Spanish if the Latinx community is one of the target populations for this project. Additionally, there should be more Latinx individuals represented in the images. If the target population is Latinx, then no information should have been released about the project until the Spanish translations were ready.
- The LT raised a concern that by allowing many different groups create their own outreach, the message could easily get skewed or diluted and feed into racism against the Latinx community. Many already think COVID is a Latino problem and some may gear the messaging towards Latinos in a way that unintentionally feeds into racist beliefs (e.g. asking Latinos not to gather in groups). LT

urged the committee to take control of the core messaging and ensure the groups applying for grant funds do not stray from this core messaging

- Miranda asked in what way were these funds being made accessible to undocumented individuals. Do they need to at least be a registered resident to receive grant funds? Staff will check on this.
- Clinton offered to take this grant opportunity to teachers and thought it would be a great opportunity for educators to promote project-based learning.
- The Leadership Team felt there was no direct and succinct Spanish translation of #MaskUpMendocino. This shows that prioritizing this campaign for English speakers was not necessarily the way to go.
- LT urged the Mask Up committee to think about creative ways to engage youth. Youth are not going to visit the website.

Strategic Plan

- Patrice has put together a rough draft for a strategic plan. Staff may ask for a consultant to help with the strategic planning process. Staff is meeting with Megan next week to brainstorm for the plan.
- We are approaching this planning process a bit backward since staff has already drafted a 1-year work plan. HM took a long time to arrive at this point of clarity and we do not want to start the strategic planning process from square one. Staff has already charted out a workplan for this fiscal year and should build a 3-year plan from there.
- Instead of involving the entire LT on a strategic planning process, staff will meet with Megan to brainstorm and present a draft to the team to collect feedback. Potentially the LT could be engaged in one strategic plan meeting, but no more than that.

Succession Plan for Chair

- Patrice presented a draft job description for the LT Chair. The purpose of this document is to outline the role of the chair, desired skills and qualifications, expected commitment. The chair is the lead of the Leadership Team and the Advisory Council. The chair ideally would also offer a community-oriented portfolio.
- Succession plan: The chair-elect could shadow the current chair for 1 year and step into the role once the current chair's term has expired. This, the commitment of the chair would be 2 years (1 year as chair-elect, 1 year as chair).
- Roseanne would like to step down in December, but in that time identify someone who would want to step in the role in January. However, that person would not receive the benefit of being the chair-elect for a year.
- Michelle Rich of The Community Foundation was the chair before Roseanne. The Foundation is not able to take the responsibility on again so quickly.
- Staff felt Miranda would be the natural choice to step in as chair since she has been with HM for a while. She is willing to consider it but needs to speak with ARCH first.
- At this point we have no indication of who will be representing Public Health on the LT. Donna Schuler might be a good fit because she is part of the CHNA process each year. If we had a public health chair it might solidify that large revenue source from the County for the next two years.
- Victoria Kelly would be a good choice, but she is very busy.

Advisory Council

- The plan for the next Advisory Council meeting (September 10th) is to update them on Healthy Mendocino work, Mask Up Mendocino, etc. All agreed the format worked well last time-- sharing logistical updates about fundraising, budget and HM work for the first half, and allotting the second half of the meeting time for organizations to share what they've been doing
- People have zoom fatigue. A way to motivate members to come to this meeting would be to provide an interesting prompt for council members to speak upon for the second half of the meeting. Megan suggested asking the group to identify inadvertent systemic racism within their organizations and share how they are addressing it. This sort of cross-sector exchange of information is exactly what HM should be facilitating.
- In terms of this organization, we should always be assessing ways we can be more inclusive in the governance process. HM should examine how the design of its governance structure may have unintentionally excluded certain communities. The model for governance we have set up excludes many communities.

Recruitment

- We always want to be thinking out a few years on how we are going to grow and keep it fresh and ensure participation in the LT accessible to underserved community members and to those not currently working in community-based groups or non-profits. We want to set up a space for community voice.
- The people who are missing from the table are those that don't have access to leadership roles. We should keep that in mind.
- Miranda offered to help HM focus, think, and act on. We really do have space for recruitment—what does equity look like for who's on the table.
- Stacy said this could be an opportunity to build the bench—provide mentorship so they can step into leadership positions with HM and at other community-based organizations. We would need to do this in a way that is empowering and functional.
- Patrice will make sure the by laws include community members at large and not just be members of our funding partners. She will also put together a recruitment list of possible candidates for the AC and the LT.

Meeting Adjourned

Next Steps/Action Items

LT Tasks:

Miranda check with ARCH board about stepping to Chair role

Staff Tasks:

Work on roundtable AC prompt

Brainstorm AC and LT prospects and recruitment strategy

Continue strategic planning process

Next meeting date: Thursday, September 24, 2020

Respectfully Submitted by Molly Rosenthal, Healthy Mendocino