



Healthy Mendocino Leadership Team

July 23, 2020 1PM-3PM Zoom Meeting

Minutes

Present on Call: Roseanne Ibarra, Patrice Mascolo, Molly Rosenthal, Menaka Olson, Clinton Maxwell, Miranda Ramos, Stacey Pollina-Millen, Tammy Moss-Chandler

Absent: Jill Damien, Patty Bruder, Donna Schuler, Neil Davis, Johann Ramirez, Victoria Kelly, Megan Barber Allende

Meeting Commence 1:00PM

Second Quarter Financials

- Staff salaries and benefits are paid through October 15th due to the NCO PPP loan money. PPP money also covers work-from-home stipend costs. We have an additional personnel money from Julie leaving in March.
- Stayed within budget for all other expenses except in program supplies due to a grant for the Coast Action Teams.
- The consultant fees were for the Community Health Needs Assessment and visioning process with the Steering Committee. The visioning consulting work will help us formulate a strategic plan to be completed this fiscal year.
- Still have \$22K coming from the County which will be the last of the County money for fiscal year 2019/20 which should arrive in August.
- HM currently has approximately \$23K-\$24K of carry-over
- The updated budget in August will hopefully reflect some better numbers, as we will have a more comprehensive idea of the funding from our partners.

Fundraising Update

- Pending Funding Commitments: Adventist Health, ARCH (waiting to see what Adventist commits to), MCHC (waiting for new Director to get settled), Community Foundation (waiting until fall), the County—have not received update on whether the \$50K in funding for HM was approved by the Board of Supervisors
- Funding Commitments Received: Consolidated Tribal Health, RQMC, Partnership HealthPlan United Way of Wine Country, NCO
- Funding Received: CDC, First 5, MCAVN, RCS
- Our committed revenue is over \$77K and potential revenue is \$130K. Including the \$23K-\$24K of carry-over and paid salaries through October, HM will be okay. But the goal is to be more than just okay.
- New fundraising strategies were discussed. Clinton suggested we look at which organizations are using our data and resources regularly and approach them for funding. They have a vested interest in keeping Healthy Mendocino afloat. We should think of what we offer as a service—who is using this service and what is it worth to them.

Healthy Mendocino Updates

Google Analytics Report:

- Patrice gave a year-over-year website traffic report. There were approximately the same number of page views and unique page view as same period last year. Homepage is always the top clicked page. Last year CHNA and indicators were the most visited pages. This year, most visited pages were indicators, and CHNA. The COVID Resource Library is now pushed to tenth most viewed for June/July.
- The LT discussed the website numbers. Some LT members felt the numbers needed more context with analytics from another organization. Without context, its hard to tell if the HM numbers are good or bad without a contrast to another organization. Menaka felt the HM numbers were high in comparison to NCO's and the unique page views were pretty good. Menaka is happy to share over NCO's page views to show contrast.
- The Leadership Team asked HM Staff to track page views and numbers to see where HM should shift their work and efforts. The hope is over time that people still use indicators and CHNA.
- Strategies for getting more visibility of the Resource Library were discussed. Page views of that website feature have dipped since the library was first launched in April. The Resource Library is more important now than it's ever been. Staff will talk about how we can start promoting it again when Molly returns from her time off. Miranda advocated for developing strategies to disseminate community COVID-related information to monolingual Spanish speakers and immigrant communities because those are the people that are disproportionately affected by the pandemic.
- The LT also discussed ways to get the Resource Library information out to those that do not have internet. We need to figure out where people are and go to where they are. Our community health centers could be a central place to get information out since many of them are doing surveillance testing. Healthcare, Catholic Church and schools are also central places to help people feel less stigmatized and in the shadows.
- NCO is trying to figure out how to get information out about wearing masks and was approached by Carmel Angelo. Looks like a long-term project. Looking for videos, local heroes to share why they mask, local partnerships.
- HM received praise for the press release on disparate covid-19 numbers that staff collaborated on with Menaka. LT was appreciative that information highlighting the disparity in our community as it pertains to Latinos is being put out.

Webinar Report:

- Molly Gave an update on the webinar series, which ended on July 1st
- This is something HM wants to do more of in the future. The virtual platform is definitely a benefit for capturing a larger audience and giving those the opportunity to tune in from far corners of the county.

Listening Tours Summary:

- The Listening Tours Analysis has been finished and is on the website under the "Priorities" navigation tab.
- Roseanne congratulated the staff on the analysis of the listening tours. She loves how the document is organized into helpful sections and that there is a section on the "bright spots" in our communities. The CHNA and was not reflective of most of the vulnerable populations, so this document is important. Roseanne will use it in her work in Adventist and with the County Equity Task Force
- The LT discussed ways to create awareness of the listening tour findings. Presentations could be given on the analysis at various board meetings throughout the county may be a good way to get the word out and make valuable connections. It seems like a good opportunity to take what we heard and help organizations make change; we don't want to do another round of tours in the coming years and hear the same issues. NCO should be informed about any presentation since HM is now a program of NCO. LT members suggested writing up a

summary of the analysis for the press. KZYX has been picking up press releases lately and figuring out whether they could be turned into an interview. Might be good for Patrice or Molly to speak about this.

CHIP Planning Document:

- This document is still in draft form. It includes all the information gathered, initiatives created by staff, and more in the form of a report so it can be used for future Community Health Improvement Plans (CHIPS).

Workforce Asset Map:

- Staff presented the draft Workforce Development Asset Map. While the information is still being refined and updated, staff asked for feedback on layout a presentation. This document is intended for partners across sectors and job seekers.
- Roseanne suggested added a section on early learning. She will link HM staff with Kristin Hills at MCOE.
- The LT urged staff to get clear on the audience for which this document is intended. This format probably won't be useful to job seekers unless it broken down into industry sectors. Clinton could see this being useful to education when they are engaging stakeholders. Audience should be our partners, not necessarily the job seekers. This could be a useful tool for an agency to show what does exist in Mendocino County regarding workforce development.
- How would this information be updated? Information is constantly changing, especially in the COVID climate. Roseanne felt HM should not be responsible for the arduous task of updating this document. This document could represent a snapshot in time. It should fall on the shoulders of the agencies and organizations providing the services to update their information.
- The team suggested reaching out to MPIC or ACE to show them the work HM has done on this and see if they would like to take it on. MPIC seems like a natural fit to keep the information in this document updated.
- When finalized the asset map should be sent to the Advisory Council members who's agencies can be the intended audience.

Work Plan:

- The work plan edits discussed at the last meeting were incorporated. Patrice will be developing a strategic plan.
- Molly and Patrice will be having a retreat soon to decide who is responsible for each pocket of work this coming year.
- Patrice asked for assistance from LT in obtaining partner data and for suggestions on which agencies we should obtain partner data from.
- The agencies/sectors suggested were: The County, school district data, CTE completer reports—number of kids that go off to college (2/3 don't pursue some post secondary school)

Succession Plan for Chair

- Roseanne was originally selected as interim chair when going through restructuring. Roseanne can continue through December, but the team should select someone as chair-elect to shadow Roseanne and be prepared to take over in January.
- We need more detailed plan on how we want to structure succession planning.
- LT members were unsure of what the Chair job description entails. Roseanne will work with staff on drafting a job description that includes term length, etc.
- Roseanne expressed the importance for the role of Chair to circulate among the members of the LT so each person has experience serving in that capacity.

Adventist Health Community Well Being Update

- Roseanne gave a presentation on the Adventist Health (AH) Community-Well Being plan, which is in its embryonic stage.
- Adventist will expand from being a healthcare provider to being a community well-being provider as well. Four pioneer sites have been selected for this community well-being project launch. These sites will help build a blueprint and signature projects that will be scaled to other projects.
- Adventist has acquired Blue Zones (BZ), earmarked for a roll out in Summer 2021. The BZ framework will be for employee and community well-being.
- Roseanne sees BZ as complimentary to Healthy Mendocino, not in competition of it, and will be advocating for HM to Jason Wells. HM not in the business of implementation and AH received funds for implementation. HM and AH are complimentary in community wellness. For instance, the LT analysis will help inform the development of these projects. HM would be an amazing partner in helping to connect the BZ projects to the community. Roseanne's participating with HM is key, or someone on the community wellness team, to avoid overlap.
- AH will be including workforce development in its community engagement piece and will be looking at possibly building out a coalition. Good workforce development is integral for building community wellness.
- BZ is a corporate initiative. When discussions began over a year ago about bringing BZ in, people were dubious that this type of program will wipe out all the community wellness work of our small non-profits. That's where HM can come in and hold the equity piece for improving community wellness and assist with communication back to the community. This is an opportunity for HM to refine its niche
- Roseanne mentioned she is still working on building a case to present to AH for HM's funding. The documents staff has recently created—Listening Tours Analysis, One-pager and CHIP Planning Document-- will help demonstrate the value of HM to AH and show how our direction will help advance the community wellness work of AH. AH may be interested in funding HM because a lot of small non-profits that are unable to be donors use the data.
- Miranda expressed that Roseanne's presentation provided good information to take back to the ARCH board. She mused whether \$10K from ARCH will matter if HM's largest funder doesn't come to the table.

Meeting Adjourned

Next Steps/Action Items

Chair Tasks:

-Work with staff draft of Chair job description to present at next meeting.

Staff Tasks:

-Workforce Asset Map: contact MPIC and ACE, define audience, incorporate early childhood learning

-Work plan: assign staff responsibilities

-Resource Library: continue updating and devise promotional strategies to increase awareness among monolingual Spanish residents and residents without internet access

-Listening Tours Analysis: adapt to summary for press

Next meeting date: Thursday, August 27th

Respectfully Submitted by Molly Rosenthal, Healthy Mendocino