



Healthy Mendocino Leadership Team

June 25, 2020 1PM-3PM Zoom Meeting

Minutes

Present on Call: Roseanne Ibarra, Patrice Mascolo, Molly Rosenthal, Clinton Maxwell, Megan Barber Allende, Miranda Ramos, Donna Schuler, Neil Davis, Michelle Hutchins, Menaka Olson, Johann Ramirez.

Absent: Tammy Moss Chandler, Jill Damien, Patty Bruder, Victoria Kelly, Stacey Pollina-Millen

Welcome and Introductions

There were no questions from the last Leadership Team (LT) meeting. Patrice introduced Neil Davis, new to the LT, who used to be the Program Manager with Walk & Bike Mendocino. Neil has a background as an RN and Public Health Nurse and worked many years at Adventist and Mendocino Community Health Clinic (MCHC). Neil is now Deputy Directory of HHS in charge of public health nursing. Neil has been a fan of Healthy Mendocino (HM) for a long time and is appreciative of the opportunity to try to help the program.

Fundraising and Budget Update

HM is still waiting on funding confirmations from Adventist and ARCH. Adventist is still working on a budget. ARCH wants to wait to find out the amount Adventist is committing to before they decide. The Community Development Commission, who has not funded HM for a couple years, committed \$500. Staff is hoping Consolidated Tribal health will be able to give \$500. Patrice still needs to talk to MCHC whether they can commit to \$2,000. MCHAVN gave \$150. The new County contract is for 50K—one-third of the last FY contract—but Tammy still needs to get approval from Board of Supervisors.

Michelle Hutchins of MCOE is still waiting to hear about her budget and is not able to commit yet. NCO committed \$6,000. Staff is hoping the coast hospital funding can come in with Adventist funding. RCS and RQMC committed to \$2,000 and Partnership HealthPlan and United Way of Wine Country committed to \$5,000.

New invoices and MOUs have been sent out to the organizations that have committed to funding HM. Patrice will be following up with Adventist and ARCH.

Roseanne shared that the hold-up on an Adventist commitment is because they are working to create a methodology for distribution of funds. Roseanne will be advocating for HM and making a case to the executive teams. Roseanne submitted that it looks like so far HM has a limited amount of money committed for next year.

Patrice shared that the drop-dead number needed for next FY is \$120K. If we cannot bring that in, we are going to have to look at a further decrease in staff hours. If we meet our budget goals and include the carryover from this fiscal year, we will have enough with an extra \$6,000.

The licensing fee and staffing is the lions share of the budget. The website/data platform is \$26,000 and staffing is about \$139K.

Miranda expressed concerns about only being able to bring in the \$50,000 from the County. The plan is already to reduce staffing. At a certain point, if we chip away at the staff too much, the workplan will be so diminished that the

work will need to be done in some other way. It's great to know the potential revenue will exceed needs, but it's important to have a harder conversation about what happens if what we're banking on doesn't come through.

Patrice said that HM may just end up being a database website without the collaboration piece.

Neil added that it is a very valuable database website.

Menaka re-emphasized Miranda's concerns. HM has great value to NCO because it can generate and collect data and support collaboration for NCO in the broader county. NCO has received several funding from the federal block grant that could be used for HM. Menaka was fairly confident that Patty would want to maintain HM's staffing and the current workplan.

Patrice: Because we have carryover, we can maintain staff the way it is at 1.8 FTE and we can get through until September. November is when the licensing fee is due, so we need to bring in all the funds by October. Sometimes it takes a while to get that money to come through. Money gets paid up-front except the County contract which is billed quarterly. We will receive the last of the money for FY 19/20 in July. But it is already reflected in the budget. We will see the first quarter funds sometime between September-early November.

Website Update

Patrice presented google analytics report and will be presenting one every month. We saw a peak in website traffic right before June 1st due to our webinar advertising. We had our first webinar on the 17th and we think people were going to the website to get the link. The homepage, indicator page, demographics and Resource Library were the top pages visited. In the last 30 days we received 2,000 page views, of which 1,700 were original. We see a rise in page views tied to promotional efforts—social media activity and newsletters. The low counts are Sundays. Our page views were lower May-June than April-May.

Menaka noticed there was a "page not found" link on the analytics report. That means there is a broken link somewhere. That's a lot of people going to an indirect link. Molly can trace that.

Miranda suggested including an analysis with the report each month. Without the context its confusing. It would be great if there could be a short analysis written out and included in the LT packet.

Town Hall Webinars Update

Molly gave an overview of the two webinars HM hosted. The last webinar in the series is July 1st and is on Community Connection & Resilience.

The LT agreed that staff had done a great job with the webinars—the topics, panel members, questions, and community attendance was all very good. Staff expressed they would have liked more of the attendees to ask questions and engage. Lessons learned was to have a person dedicated to timekeeper, to the chat, and to mute/unmute and spotlighting. Also having more than one person for each organization was too much time spent on speaking and logistics. Three people no more than 4 is enough.

Menaka suggested putting a survey or poll into the chat box. If you want engagement, having at least one person dedicated to doing the chatroom—someone who really knows the material—is crucial, so they can answer questions right in the chatroom, and after a question comes up 3 times that person can bring it to the presenter. The timekeeper could use cards to indicate the time left for the speaker. To ask specific questions to community members, you can set a timed Facebook post in the evening, around 8:30-9PM, and ask them a specific question about something on the video. Menaka suggested pulling out an aspect of the video on which to get community feedback on: "Attention community members...we want to hear from you." If you know some of the things that the presenters are going to talk about, we can ask a specific question in anticipation of the next webinar. This question could be posed on the registration page, so

attendees are already thinking about their answer when they join the meeting. Putting together a Zoom room that would have the same link so people can go back to it to ask questions.

Update on Healthy Mendocino Structure and Governance

Patrice presented to the NCO board yesterday about HM becoming a program of NCO. It went well, but the Board did have some concerns about HM's funding. Overall, the discussion was positive. Menaka and Patty both advocated for HM becoming a program. It was approved and HM will become a program of NCO starting July 1st. This does not change anything for the LT. Our governance is the same.

Healthy Mendocino Workplan FY 20/21

Patrice presented a work plan, which is the HM scope of work but with deadlines, percentages of time allocated to each pocket of work and staff assignments. This is a crude draft on percent of time allocated because we must remain flexible during this uncertain time. The website will be the first focus—it needs a lot of updating since there has been a lot of changes lately and there has not been time to do updates or maintenance in a while.

We are moving to a bimonthly schedule on our newsletter. We want to publish more articles on local issues or programs written in house and these assignments take time. Most of the work on this plan will start in August—staff would like to take some time off mid-July. Staff is starting to look for meetings to attend to begin the relationship-building and collaboration scope of work. Patrice is already on the County's Oral Health Committee and thus produced a page on the HM website specifically for oral health. In addition, a huge part of the scope is new grants and donor development

In our scope of work, we were committing to 2 forums: one in fall, one in spring. However, Tammy is wanting us to convene forums to validate priority areas in context of COVID and gather any additional community health issues. The County contract pinpoints more specifically what these forums should be about. We can use the July 1st webinar on COVID, Community Connection and Resilience as one of the forums in the new fiscal year. There is not a set number in the county contract so we will plan on 2-4 throughout the year.

In terms of the CHNA scope of work, the County would like HM to contact partners to find out what action plans and requirements are contained in their CHNA documents (or similar documents) and come up with a 5 year plan that could support a collaborative CHNA. This is to ensure the collaborative CHNA aligns with the needs of our partners. Patrice was unsure whether it will change when we start the CHNA in the spring. WE will to collect as much information on the CHNA as possible, so in that in January 2021 we have what we need to come up with that schedule.

Staff has started to identify projects and initiatives that align with HM's vision of health for which to advocate. For instance, MOVE 2030—the second phase of the Economic Resiliency and Recovery Plan led by West Business Development Center—is a current initiative that aligns with the work of Healthy Mendocino. HM could help with their data collection and surveys.

Miranda noticed that Patrice's name is under every category of work including the ones for which Molly is also responsible. Staff needs to straighten out who is responsible for what. She praised HM for getting a great start in the community action piece and encouraged staff to connect in less formal settings and more grassroots settings— i.e. county initiatives. How do we connect and hear from and respond to grass roots movements? We used to get a lot of that through the action teams.

Roseanne thanked Patrice for putting together the work plan. It helps to organize the work. The new HM one-page has three buckets of work but the tasks in the workplan are not organized in these three buckets. She also commented that part of the community action piece should be building trust. As the Program Manager Patrice should be the forward-facing person in representing the HM and HM's work to the community. Clarifying our role in the community is part of our work in the coming fiscal year. She would like to see a section in the workplan on sustainability: what does it look

like for succession planning? What does HM look like 5 years from now? It does not have to be a fully developed plan, just identify long term priorities.

Menaka said succession plans are something we must submit for NCO for each program.

Megan said that she sees this as sort of a strategic plan. She suggested that Patrice put together a dashboard or summary of the work with red, yellow, green, indicating the progress or different levels of completion for each piece of work. The LT can look at the yellow and red items to see where they can support HM. Funding should be pursued on the workplan and add in obtaining funding from NCO if needed.

Advisory Council Meeting Summary

The AC meeting was positive. Staff received a lot of favorable feedback in response to tightening up our scope of work and governance. They were pleased to have clarity on the roles, duties, and expectations of the LT versus the AC. They were happy to see an MOU.

Staff reviewed the scope of work with the AC and told them it was uncertain whether HM would implement a CHIP in the future. At the AC meeting, Julie Fetherston was happy that we would be diving deeper into the data. Went over the asset map plan, resource library, google analytics report. AC was favorable to becoming a program of NCO.

At the end staff and Roseanne asked everyone what their 1-2 top priorities are for their organizations. Each person in attendance spoke out on what they were doing and what they can anticipate in the context of COVID.

Advisory Council and Leadership Team meetings minutes will always be uploaded to the website.

Neil: Is there an MOU with each funder? Is there a cut off? It seems like a lot of work if someone is not giving a lot of money.

Patrice: Everyone gets an MOU and it is tailored for each agency. The expectations are toned down for the partners in a smaller capacity.

~~CLOSED SESSION~~

Next Steps/Action Items

Staff

- Clarify individual duties on Workplan.
- Rearrange workplan tasks into the 3 pockets of work: CHNA, Data, Collaboration
- Include Google analytics analysis for each report
- Continue workforce asset map redesign and promotion
- Work on succession/sustainability plan
- Follow up with prospective funders

Next meeting date: Thursday, July 23rd at 1PM

Respectfully Submitted by Molly Rosenthal, Healthy Mendocino