



UPSTREAM INVESTMENTS

It is easier to build strong children than to fix broken lives.

Executive Committee Meeting Agenda

April 2, 2014, 9:00 a.m. to 10:00 a.m.

575 Administration Drive, Community and Government Affairs Conference Room

All supporting documents are available at www.SonomaUpstream.org and at the Board of Supervisors office at 575 Administration Drive, Room 100A, Santa Rosa, CA, during normal business hours. For accessibility assistance with this agenda or supporting documents, please e-mail Info@SonomaUpstream.org or call 707.565.5800.

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|--------------|---|---------------------------|
| 9:00 | Welcome, Introductions, Agenda, Minutes ACTION ITEM | <i>Jerry Dunn</i> |
| 9:05 | Draft Toolkit Talking Points | <i>Cynthia King</i> |
| 9:20 | Aligned Initiative Collaboration
<i>Heath Action and Upstream Investments</i> | <i>Angie Dillon-Shore</i> |
| 9:30 | Website Redesign | <i>Oscar Chavez</i> |
| 9:40 | Project Update
<i>Portfolio map, indicators update, newsletter, survey, symposium</i> | <i>Angie Dillon-Shore</i> |
| 9:55 | Public Comment | <i>Public</i> |
| 10:00 | Adjourn | |

Upstream Investments Executive Committee 2014 Meeting Schedule

June 4, 9 – 10 a.m.

July 2, 9 – 10 a.m.

September 3, 9 - 10 a.m.

October 1, 9 – 10 a.m.

December 3, 9 – 10 a.m.



Wednesday, March 5, 2014 Executive Committee Meeting Minutes

9:00 a.m. – 10:00 a.m.

575 Administration Drive, Room Community and Government Affairs Conference Room

Attendees (listed alphabetically)

Efren Carrillo, Board of Supervisors
 Jill Ravitch, District Attorney
 Joni Thacher, Human Services Department (Project staff)
 Oscar Chavez, Human Services (Project leader)
 Rita Scardaci, Department of Health Services
 Steven Herrington, Sonoma County Office of Education

Tim Reese, Community Action Partnership

Not Present (listed alphabetically)

Angie Dillon-Shore (Project staff)
 Jerry Dunn, Human Services Department

Topic	Discussion	Decision	Next Steps
Welcome, Introductions, Minutes	Oscar welcomed everyone and reviewed the agenda. Motion to approve the minutes.	Motion: Rita Second: Jill Yes: 2 No: 0 Abstain: 4	None
Policy Committee Review	Oscar reviewed the November and February Policy Committee meetings Committee members discussed the need for a different approach to poverty. How can we deliver services to move people beyond “just above” poverty? Upstream is often perceived as useful only for vulnerable populations. There is a need to identify and reach populations that are only a step or two away from being vulnerable, e.g. seniors. The challenge to the Portfolio is to add poverty prevention for seniors and other populations that don’t consider themselves vulnerable. How can we leverage state and federal efforts as we craft the Upstream Champion’s Message? Can we expand Upstream from a county focused initiative to a regional initiative? Our perspective should be inclusive of the entire ecosystem – for profit, non-profit, government, etc. Without cross sector communication it will be difficult to know how to invest in the future. We’re reaching out to the business community to encourage investments in areas of high need. We’ve been working with Sonoma County Vintners and Growers to encourage investments in Upstream programs.	None	Staff will create materials and messages for the Champion’s Toolkit.

Topic	Discussion	Decision	Next Steps
	<p>We want to empower the education system and provide families with the resources they need to help their children succeed.</p> <p>We need to examine why there is an over representation of disparity in certain communities.</p> <p>What decision got us here and what decisions will get us out?</p> <p>It could be beneficial to expand the CAP-Cradle to Career dialogue to focus on Upstream investments in 2014. We could host a two day event to convey the magnitude of potential change within our community.</p>		
Public Comment	None	None	None
Adjourn	10:00 a.m.	None	None