



Wednesday, April 2, 2014 Executive Committee Meeting Minutes

9:00 a.m. – 10:00 a.m.

575 Administration Drive, Community and Government Affairs Conference Room

Attendees (listed alphabetically)

Angie Dillon-Shore, Human Services Department (Project staff)  
 Beth Brown, Community Foundation  
 Cynthia King, Human Services Department (Project staff)  
 Efren Carrillo, Board of Supervisors  
 Jerry Dunn, Human Services Department  
 Joni Thacher, Human Services Department (Project staff)  
 Oscar Chavez, Human Services (Project leader)

Tim Reese, Community Action Partnership

Not Present (listed alphabetically)

Jill Ravitch, District Attorney  
 Rita Scardaci, Department of Health Services  
 Steven Herrington, Sonoma County Office of Education

Topic	Discussion	Decision	Next Steps
<b>Welcome, Introductions</b>	Jerry welcomed everyone and reviewed the agenda.	None	None
<b>Draft Champions' Toolkit</b>	<p><b>Cynthia gave an overview of the draft Champions' Toolkits.</b></p> <p>Discussion:</p> <ul style="list-style-type: none"> <li>The talking points should be plain-speak. Remove all of the jargon.</li> <li>The talking points and power point should incorporate early, wisely, and together.</li> <li><i>Early</i> translates to resiliency, <i>wisely</i> to the Portfolio and promotion of evidence informed practice, and <i>together</i> to collective impact.</li> <li>Instead of "evidence" could you say "what works"?</li> <li>Instead of using the term Portfolio you could refer to Upstream Organizations.</li> <li>We need a simple tag line. Invest early, wisely, together is a good start, but it's not complete. The tag line should explain the benefits of investing early wisely and together. Why?</li> <li>We need to remove the by-line from the logo.</li> <li>The images at the beginning of the power point are too heavily weighted towards people of color.</li> <li>"Investing early is about moving the needle in <i>any</i> intervention."</li> </ul>	None	<p>Staff will remove the by-line from the current Upstream logo.</p> <p>Staff will refine the talking points and power point before the Policy Committee meeting in May.</p>

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	<ul style="list-style-type: none"> <li>“Focusing on prevention strategies whenever possible.”</li> </ul>		
<b>Collective Impact</b>	<p><b>Angie reviewed the collective impact flowcharts for Health Action, Upstream, and Cradle to Career.</b></p> <ul style="list-style-type: none"> <li>Health Action is the what, Cradle to Career starts to talk about the how, and Upstream is the why and the mechanism by which Cradle to Career vets programs.</li> </ul> <p>9:29 Efren arrived.</p> <ul style="list-style-type: none"> <li>These graphics need to be simplified for the lay person.</li> <li>The maps are too detailed and confusing even for someone that’s been involved with the initiatives.</li> <li>We need to acknowledge that we’re working at the ecosystem level. We need a new lens. We can’t work in isolation.</li> <li>Explanations and graphics should focus on how they all contribute to the same goal, not how they are different.</li> <li>The “Framework Initiative Strategy” boxes are helpful.</li> <li>Businesses continue to be frustrated with the jargon. We need to ask the business community what would be helpful to them and give them tools to make decisions.</li> <li>Maybe everyone doesn’t need to understand where they fit in the initiatives. Maybe they just need exposure to the concepts. There’s understanding around the concept of being the healthiest county by 2020. Maybe we don’t need to break it down any further than that.</li> <li>We need a single image to brand and market with.</li> <li>We should contact The Engine is Red and the Tourism Bureau.</li> </ul>	None.	Staff will contact The Engine is Red and the Tourism Bureau.
<b>Minutes</b>	Jerry asked for a motion to approve the minutes. Minutes approved.	Motion: Efren Second: Tim Yes: 3 No: 0 Abstain: 1	None.
<b>Public Comment</b>	None	None	None
<b>Adjourn</b>	10:00 a.m.	None	None