



Wednesday, November 12, 2014 Policy Committee Meeting Minutes

9:00 a.m. – 11:00 a.m.

3033 Cleveland Ave., Santa Rosa

Attendees (listed alphabetically)

Amber Twitchell, VOICES
 Angie Dillon-Shore, Project Manager
 Barbara Fitzmaurice, County Counsel
 Brian Staebell, District Attorney’s Office
 Carley Moore, Drug Abuse Alternatives Center
 Carol Simmons, Child Care Planning Council
 Craig Schwartz, Santa Rosa Police Department
 David Koch, Probation
 Efren Carrillo, Board of Supervisors
 Elece Hempel, Petaluma People Services
 Jen Lewis, DHS Health Action
 Jennifer Traumann, Department of Child Support Services
 John Hartwig, Information Services Department
 Karin Demarest, Community Foundation

Kathleen Pozzi, Public Defender
 Marianne McBride, Council on Aging
 Mary Clemens, Regional Parks
 Mick Menendez, Pacific Advisors
 Mike Kallhoff, United Way
 Oscar Chavez, Project Manager
 Peter Rumble, County Administrator’s Office
 Robin Bartholow, North Coast Builders’ Exchange
 Tim Reese, Community Action Partnership

Also attended: Maureen Cottingham, Sonoma Valley Vintners and Growers Alliance; Honore Comfort, Sonoma County Vintners; Michael Irvine, Sonoma Wine Country Weekend; Meghan Shuttler, VOICES; Soledad Cardoza, River To Coast Children’s Services; Debra Van Vleck, Human Services PREE Staff

Topic	Discussion	Decision	Next Steps
Welcome, Introductions,	Oscar welcomed the Policy Committee and facilitated introductions. <ul style="list-style-type: none"> Discussed visit from Yolo County who is very interested in Upstream Discussed information from California Forward President Aspen Institute may visit 	Motion to approve the minutes: Yes – 23 No – 0 Abstain - 0	None
Progress Report	Angie reviewed recent additions to the Portfolio of Model Upstream programs; <ul style="list-style-type: none"> Depression Treatment Quality Improvement, Girls Circle, TALLK, and Youth Connections; Discussed survey data; survey from funders and survey re: Portfolio Discussed opportunities for participation in a Publication Review Workgroup Discussed Upstream Publications – contracting graphic designer, updating designs In the news; Upstream has upcoming article in APHSA “Policy and Practice” – Dec. 2014 	None	None

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	<ul style="list-style-type: none"> Data Sharing - Apricot 		
Youth Seats	<p>Meghan Shuttler from VOICES presented on engaging youth to participate True and Authentic Youth Engagement comes from:</p> <ul style="list-style-type: none"> Adult Support – Creating a Solid Foundation Meeting Structure – Youth-Friendly Meetings (food!) Opportunity - Creating the Space Creates benefits for youth and adults 	None	Contacting youth centered organizations, schools, youth engagement council for ages 16-24
Presentation by Vintner’s Alliance: Maureen Cottingham, Michael Irvine, Sonoma Wine Country Weekend; Honore Comfort, Sonoma County Vintners	<p>Thanked Oscar for direction and feedback</p> <ul style="list-style-type: none"> Discussed forming an alliance from their separate organizations to build capacity; In 2012 chose theme: “Fund the Future.” After needs analysis chose goal of improving 3rd grade literacy. As a permanent part of the community, vintners want to invest in the community. Give over \$1 million in community grants, now a part of their “auction lots.” Chose grant beneficiaries based on their evaluation tools. In 2014 raised \$1.7 million just for Fund the Future. Value of Upstream to their organization: objective third-party, structure, evaluation, investment in community. 	None	None
Crafting a Champions Message	<p>Policy Committee members divided into non-sector based groups to review talking points and practice creating an “elevator speech” about Upstream.</p> <p>Report out elevator speeches by: Marianne McBride, Kathleen Pozzi</p>	None	Continue working on talking points to have them be concise for publications.
Adjourn	Meeting adjourned at 10:45 a.m.	None	None