



Wednesday, August 13, 2014 Policy Committee Meeting Minutes  
 9:00 a.m. – 11:00 a.m.  
 3033 Cleveland Ave., Santa Rosa

Attendees (listed alphabetically)

Alfredo Perez, First 5  
 Amber Twitchell, VOICES  
 Ana Lugo, VOICES  
 Angie Dillon-Shore, Project Manager  
 Barbara Fitzmaurice, County Counsel  
 Beau Anderson, Board of Supervisors  
 Brian Vaughn, Department of Health  
 Carol Simmons, Child Care Planning Council  
 Cynthia King, Project Staff  
 David Koch, Probation  
 Elece Hempel, Petaluma People Services  
 Heidi Keith, Sheriff  
 Jen Lewis, Health Action  
 Jennifer Traumann, Department of Child Support Services  
 Jerry Dunn, Human Services Department  
 Jim Nantell, Regional Parks  
 Joni Thacher, Project Staff

Karin Demarest, Community Foundation  
 Kathleen Kane, Community Development Commission  
 Kathleen Pozzi, Public Defender  
 Khaalid Muttaqi, Mayor’s Gang Prevention Task Force  
 Lisa Wittke Schaffner, John Jordan Foundation  
 Marianne McBride, Council on Aging  
 Marlus Stewart, Drug Abuse Alternatives Center  
 Mary Clemens, Regional Parks  
 Mick Menendez, Pacific Advisors  
 Mike Kallhoff, United Way  
 Oscar Chavez, Project Manager  
 Peter Rumble, County Administrator’s Office  
 Rainer Navarro, Santa Rosa Police Department  
 Socorro Shiels, Santa Rosa City Schools  
 Susan Gorin, Board of Supervisors  
 Tammy Chandler, Department of Health Services  
 Tim Reese, Community Action Partnership

Topic	Discussion	Decision	Next Steps
<b>Welcome, Introductions, Oath of Office</b>	Jerry welcomed the Policy Committee and facilitated introductions.  Jerry led Lisa, Socorro, and Mick in the Oath of Office.	Motion to approve the minutes:  Yes – 26 No – 0 Abstain - 0	None
<b>Progress Report</b>	Angie reviewed recent additions to the Portfolio of Model Upstream programs, scheduled workshops and presentations, and upcoming publications.	None	None

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Youth Seats	<p>Ana presented on the value of having youth on committees and boards.</p> <p>Joni presented the timeline for adding youth seats to the Upstream Policy Committee and requested the committee vote to add two seats.</p> <p><b>Discussion:</b></p> <ul style="list-style-type: none"> <li>• We need to have a wide reach when we recruit youth.</li> <li>• We need to provide the maximum value to the youth.</li> <li>• Criteria for selection will be defined by the Executive Committee.</li> </ul>	<p>Motion to add two youth seats to the Policy Committee:</p> <p>Yes -26 No - 0 Abstain - 0</p>	<p>Upstream staff will create applications and publicize.</p>
Crafting a Champions Message	<p><b>Policy Committee members divided into sector based groups to review suggested messages and talking points.</b></p> <p><b>County:</b></p> <ul style="list-style-type: none"> <li>• Need to vet with each department.</li> <li>• Get rid of the jargon.</li> <li>• Make it concrete – contracts, health, outcomes, built environment.</li> </ul> <p><b>Health:</b></p> <ul style="list-style-type: none"> <li>• The Portrait of Sonoma should drive the conversation. It needs to be woven into the messaging.</li> <li>• We need more statistics from the Portrait.</li> </ul> <p><b>Education:</b></p> <ul style="list-style-type: none"> <li>• Information about the value of early childhood education is preaching to the choir.</li> <li>• We need to show educators and school boards how we will support them.</li> </ul> <p><b>Criminal Justice</b></p> <ul style="list-style-type: none"> <li>• Training adults on how to train their children is preaching to the choir. We all already know this is important.</li> <li>• Comparisons should be between Sonoma and Solano, not Marin.</li> <li>• Invest in education as an alternate to incarceration. Divert money at an early age.</li> </ul> <p><b>Funders</b></p> <ul style="list-style-type: none"> <li>• Fund organizational capacity.</li> <li>• Show us where we can participate.</li> </ul> <p><b>Business</b></p> <ul style="list-style-type: none"> <li>• Explain concretely what the business community will get out of Upstream.</li> <li>• Explain the jargon.</li> <li>• Don't use the word "Portfolio." Use the words "best practices."</li> <li>• How can we reach people at middle school, high school and college age?</li> </ul>	<p>None</p>	<p>Staff will edit talking points and bring revisions to the November meeting.</p>

<b>Topic</b>	<b>Discussion</b>	<b>Decision</b>	<b>Next Steps</b>
	<b>Staff will make revisions based on the feedback and send updated talking points to the Policy Committee before presenting the final version in November.</b>		
<b>Public Comment</b>	None	None	None
<b>Adjourn</b>	Meeting adjourned at 11:00 a.m.	None	None

**Upstream Investments Policy Committee 2014 Meeting Schedule**

November 12, 2014 from 9:00 – 11:00 a.m.