

Social Service Human Relations Board
Minutes of the Regular Meeting, Friday, October 26, 2006

CALL TO ORDER AND ROLL CALL - The meeting was called to order at 7:38 p.m. Present: Acting President Wasko, Members Hollinger-Jackson, Chen, Villareal, Bonta, Franz, and Nielsen. Staff: Beaver and Jones. The new Board members, Henry Villareal and Cathy Nielsen, were introduced and all members briefly recapped their background and experience. Villareal stated he is the Dean of Enrollment at the College of San Mateo and moved from San Francisco to Alameda 2-1/2 years ago. Nielsen stated she was intrigued by an ad in the paper regarding the Needs Assessment and decided to apply, and that her background in social services case management, special education and career education. Bonta noted he has been on the Board for three years, the last year serving as President, that he is leaving the SSHRB to join the Economic Development Commission and that he works in the San Francisco City Attorney's office. Wasko noted that she has been involved in the work of the Board (Smart Healthy Babies) since 1999 and joined the Board when Ed Dankworth resigned and that she runs the Alameda Family Literacy program at Longfellow School. Chen stated this is his second term on the Board, he chairs the Sister City workgroup, is a chiropractor in private practice, and has 2 children in Alameda schools. Hollinger-Jackson stated she has a private psychotherapy practice, has been on the Board for a year and is a 23-year resident of Alameda. Franz stated he has lived in Alameda for 25 years, has worked for the Red Cross for 16 years, is now the Bay Area Director of Social Services, has served on the Board twice for a total of 11 years, and that the Board has gotten stronger and stronger.

Bonta noted Jonathan Soglin, a Board applicant, is in the audience.

APPROVAL OF MINUTES - A Motion/Second (Franz/Chen) to adopt the minutes of the September 21, 2006 Regular Meeting as amended was approved 4/0.

3-A. APPROVAL OF THE COMMUNITY NEEDS ASSESSMENT

Assessment and Awareness Workgroup Chair Franz reported on the history, process, findings and next steps for the report. He stated that the Board completes a Needs Assessment once every 5 years and that this is the third document the Board has produced. Like the census, it is a snapshot in time, but the Board hopes to make it a living document by revisiting the information and conclusions periodically. He mentioned the labor-intensive process involved in writing and disseminating the survey, obtaining and compiling the results and then writing the report. Community-based organizations were instrumental and a very big help in our accomplishment. He further thanked the members of the Board and City DSD staff who were involved.

The Needs Assessment will be presented to the City Council by way of an off-agenda from the Board, at the Alameda Services Collaborative meeting on November 8, 2006 and by posting on the City's website. The AAWG will meet to discuss additional roll out of the final report, including final format and distribution steps to make it available to the public. Wasko noted several typos and asked if adoption would preclude correcting those. Staff stated as long as they are not substantive (which they are not) the report could be approved. Nielsen said she has some additional ideas about implementation strategies but thinks the workgroup could look at those following adoption tonight.

Bonta suggested that Wasko review the typos with staff and Nielsen stated she would like to participate in the Assessment and Awareness workgroup. M/S (Hollinger-Jackson, Franz) to adopt the Community Needs Assessment, authorize transmittal to the City Council, post on the City's website, present recommendations to the Alameda Services Collaborative, and refer further roll-out steps back to the AAWG was approved 7/0.

3-B. AUTHORIZING PRODUCTION OF PARENT EDUCATION AUDIOVISUAL MATERIALS BY THE FAMILY SERVICES WORKGROUP – Acting President Wasko referenced the description included in agenda packet and provided details on the segments, which will be about 12-15 minutes each. This is anticipated to be a big undertaking but there is a lot of community energy to carry it. The video segments will be shown on Channel 31, downloaded to the AP&T website, and will be linked to other organizations' websites. This could be a practice for future SSHRB speakers. Wasko noted that the name Kids Clips is currently being used, but the group would welcome suggestions. M/S (Villareal, Hollinger-Jackson) to authorize the FSWG to move forward with KidsClips and to preview the segments with the Board prior to public release was approved 7/0.

Staff explained that the Resolutions were missing and might be delivered later. In the meantime it was suggested to move on with other Board business. M/S (Franz/Wasko) to take items 3-E, 4 and 5 out of order was approved 7/0.

3-E. WORKGROUP STATUS REPORTS –

Family Services Workgroup – Acting President Wasko reported that Harsch has agreed to sponsor the Festival of Families for one more year, the proposed date is April 28, 2007, and discussion continues with the Guggenheim's regarding specifics of the events. The KidsClips project was reported on previously.

Alamedans Together Against Hate: Workgroup Chair Bonta reported there has not been a meeting for this workgroup. New member Villareal expressed interest in being part of this workgroup and staff will follow up with him on that.

Assessment and Awareness Workgroup: Workgroup Chair Franz stated that everything to date was covered in item 3-A.

Sister City Workgroup: Workgroup Chair Chen reported that Father Adonay from Asuchio, el Salvador visited Alameda and was present at the October 16th City Council meeting. He provided a brief description of Asuchio and brought the Mayor and Council a key to his town. The City Council and Mayor in turn provided him a Resolution and City gifts. City officials received an invitation to an Educational Forum in Wuxi, China in mid-November. No City officials plan on attending due to elections. Invitations were passed on to the College of Alameda and the school district. Chen stated that Alameda resident Lynn McIntosh and her family will arrive in Wuxi in mid-November as part of a world-wide they are taking. The workgroup will schedule a meeting soon.

4. BOARD/STAFF COMMUNICATIONS –

Franz stated that the Alameda Hospital Health Fair had very good attendance and was a very successful event for the Red Cross, which sold discounted emergency readiness kits.

Wasko reminded members of the Board social on December 1 at 7 p.m.

Bonta stated that more than 50 people attended the “In the Mix” forum co-sponsored by the Board and the Youth Collaborative. Both presenters and attendees indicated the event was a big success and that more are hoped for.

Hollinger-Jackson stated she is resigned from the Board due to travel and time constraints and that she will consider if she can continue with a workgroup.

Franz and Wasko noted many contributions and thanked Bonta and Hollinger-Jackson for their service to the Board. Since the Resolutions did not arrive, Items 3-C and 3-D were carried over to the December 7 Special Meeting.

3-C. RESOLUTION COMMENDING OUTGOING MEMBER KAREN HOLLINGER-JACKSON – Item carried over to the December meeting.

3-D. RESOLUTION COMMENDING OUTGOING MEMBER ROBERT BONTA – Item carried over to the December meeting.

5. ORAL COMMUNICATIONS – None.

6. ADJOURMENT – The meeting was adjourned at 9 :15 p.m.

Respectfully submitted

Carol Beaver, Secretary
Social Service Human Relations Board

CB:sb