

Social Service Human Relations Board

Minutes of the Regular Meeting, Thursday, February 23, 2012

1. **CALL TO ORDER and ROLL CALL** President Wasko called the meeting to order at 7:36 p.m. Present were: Vice-President Villareal, members Biggs, Holder, Nielsen, and Radding.. Absent was: Member Dailey.

President Wasko announced that the Season For Nonviolence word of the day was “Friendliness” and she read the daily reading being used in our schools and at public meetings.

1-A. **WELCOME NEW BOARD MEMBER MICHAEL RADDING**

President Wasko introduced new Board Member Michael Radding, and invited him to say something about himself and his interest in our board.

Member Radding thanked the Board for welcoming him, for the work done by the Board to help the most vulnerable in our community, and for the efforts and expertise of the Board members. He shared that he has worked in social services since graduating from college in the ‘80s, and is currently the Associate Director of the Mental Health Association of San Mateo County. Before that he was Program Director for Catholic Charities of the East Bay, and worked at Glide Memorial in San Francisco.

2. **APPROVAL OF MINUTES**

The minutes of the January 26, 2012 Regular Meeting were approved as corrected.

Motion / Second: Biggs/Villareal Unanimous

3. **AGENDA ITEMS**

3-A. **REPORT BY PRESIDENT WASKO ON THE BOARD’S PRESENTATION TO COUNCIL AT THE CDBG PUBLIC NEEDS HEARING, FEBRUARY 21, 2012**

President Wasko explained that Claudia Young provided the staff presentation with an explanation of the CDBG process. President Wasko then presented three slides that highlighted some of the results of the Board’s Online Community Needs Survey. The slides demonstrated that we had received responses from more than 1,900 households, which we believe to be a statistically significant number, and showed that responses were spread across Alameda. The demographic information regarding Race / Ethnicity showed broad participation, but indicated a lower Asian and higher White response compared to census information. Preliminary responses show Teens & Children, Food, Seniors, and Health care as high priorities, and the survey also provided information on discrimination. (a copy of the slides can be found at the end of the Minutes)

She felt that we received a very positive response from Council. She said she also shared the Board’s Needs Letter with them., explaining that we are no longer seeing the safety net of services torn, we are seeing it shredded, and that we need find other sources of income beyond CDBG.. Following presentations by the Executive Directors of BFWC / Midway, Family Violence Law Center, Alameda Food Bank, and Alameda Point Collaborative, Vice-Mayor Bonta and Council Members asked a number of questions, including how frequently we would continue to conduct the survey.

President Wasko stated that the next step is to have the survey data processed and analyzed, and be compiled into a report that can be used as a tool for agencies writing grants.

She reiterated that there was a very positive response from the Council, and Councilmember Tam suggested that maybe its time to consider looking at General Funds for some of the services. She added that the City Manager commented that this was a “slippery slope” when small municipalities get involved with funding projects that should be funded by the State and / or the County. All in all, she said it was a positive meeting, and we did state that we are approaching the point of possibly losing services in our community. Finally, she added that Councilmember Tam’s statement that there are things we would like, things that we need, and things that keep us alive, showed that they were really picking up on what we are saying.

Board Members Biggs, Nielsen, and Radding, who were also at the meeting, added:

(Biggs) It was good to see the non-profits there telling their story and it was a positive message. The City Manager’s points regarding these services being the responsibility of the State and County are worth looking into and exploring, hopefully with his help.

(Nielsen) There were statements said that were “attention getting”, including “over the years the Board feelings have progressed from concern to outrage, and that 17% of Alameda’s children live in poverty”

(Radding) felt that the Board was moved by the presentation, and thought that Doug’s definition and description of the safety net was effective.

3-B. PRESENTATION BY PRESIDENT WASKO ON PRELIMINARY DATA GATHERED FROM ONLINE COMMUNITY NEEDS SURVEY AND DISCUSSION OF PROCESS AND ACTIONS NECESSARY TO PRODUCE AND DISTRIBUTE A FINAL REPORT AND SUMMARY OF FINDINGS. –

President Wasko: While we can do some things with the data ourselves, we are so close to the survey and so pro-social service, that there is a danger in us also being the ones who do the analysis. Past SSHRB surveys, typically with only 400-500 responses, were distributed and used by agencies and organizations, while they may not have been as accurate as we would have liked.

It will probably not cost a lot of money to have someone come in and analyze the report.

“Wouldn’t it be nice if we had a solid, data-supported needs statement for social services in Alameda that we could all use?” This way, all agencies and organizations could use the same, accurate data when seeking grant funding or writing reports. Adding a strong summary from the 2010 Census would be a great addition to our survey report.

After a brief discussion regarding Survey Monkey, a motion was made:

M/S Biggs/Nielsen Request staff to consider hiring somebody to assist with data analysis of the survey to make it more productive, and authorize utilization of any SSHRB funds available for that purpose. Unanimous

3-C. REQUEST FROM PRESIDENT WASKO TO DISCUSS THE BOARD / COMMISSION SURVEY.

A Board member requested that we might discuss the Board / Commission Survey each member had received. President Wasko placed this item on the agenda for discussion and, if deemed appropriate, action. Member Biggs informed the Board that he had already completed and returned his survey.

After a review of the survey questions, some clarifications by staff, and a brief discussion, no action was taken. Board Members will complete and return the surveys as originally requested by City staff,

3-D. **WORKGROUP PROGRESS REPORTS -**

Assessment and Awareness Workgroup – Nielsen

The workgroup has been almost totally focused on the survey. The survey was created by informing the community of its efforts through reports at ASC, ACCYF and other community meetings, and through contact with other Boards / Commissions such as the Transportation Commission, Commission on disabilities, and Mastick Board. Alameda Currents has offered to produce a video in which we could present various social service groups, show the interaction of these groups, and demonstrate how, working together, they make up a safety net of social services for the residents of Alameda. It could also explain the current state on our safety net. The film could educate and inform the public and possibly be used at an event, followed by a discussion. Over time, as safety net services change, we might be able to update the film. This would help with the roll out of the survey report.

It would also be helpful to make better use of the media (news papers, Alameda Magazine, bloggers) for the roll out and other efforts.

Alamedans Together Against Hate Workgroup – Villareal

A flyer was distributed that is being used to promote a series of three Not In Our Town films, and a Harvey Milk Day Celebration, all events co-sponsored by SSHRB / ATAH. Mayor Gilmore and Vice Mayor Bonta have been invited to speak at the first screening in March. Vice Mayor Bonta has responded that he will attend. AUSD has come onboard to sponsor all of these events. Two of the three will be at the College of Alameda, and the College is playing a vital role. SSHRB has co-sponsored events at and with the College in the past.

Resource Sharing Workgroup – Biggs

The workgroup has not met recently, and Member Biggs asked that an Action Item be placed on the March Agenda for the Board to consider dissolving the Resource Sharing Workgroup.

4. **BOARD/STAFF COMMUNICATIONS, NON-AGENDA**

President Wasko asked that staff poll the Board to see if there is interest in starting the meeting at 7:00 or earlier. Staff will poll the Board regarding an earlier start time, and also check with the City Clerk to see if there is any action other than a majority vote needed to make this change.

President Wasko also asked staff to arrange for a Work Session the Board and Mayor / Council at their earliest convenience.

Staff announced that he will bring applications from Alamedans who had applied for the Board, but were not selected.

5. **ORAL COMMUNICATIONS**

6. ADJOURNMENT

Motion to adjourn M/S Holder / Villareal Unanimous

Meeting adjourned at 8:40

Respectfully Submitted: Jim Franz – Secretary