



Wednesday, May 14, 2014 Policy Committee Meeting Minutes
 9:00 a.m. – 11:00 a.m.
 3033 Cleveland Ave., Santa Rosa

Attendees (listed alphabetically)

Angie Dillon-Shore, Project Manager
 Barbara Fitzmaurice, County Counsel
 Brian Vaughn, Department of Health
 Carol Simmons, Child Care Planning Council
 Christine Cook, District Attorney’s Office
 Cynthia King, Project Staff
 Elece Hempel, Petaluma People Services
 Jen Lewis, Health Action
 Jerry Dunn, Human Services Department
 Jim Nantell, Regional Parks
 John Hartwig, Information Services Department

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
 Marianne McBride, Council on Aging
 Marlus Stewart, Drug Abuse Alternatives Center
 Robin Bartholow, North Coast Builders Exchange
 Tammy Chandler, Department of Health Services
 Tim Reese, Community Action Partnership

Topic	Discussion	Decision	Next Steps
Welcome, Introductions	Jerry welcomed the Policy Committee and facilitated introductions.	Motion to approve the minutes: Jim Second: Carol Yes – 18 No – 0 Abstain - 0	None
Upstream Investments Progress Report	Angie reviewed recent additions to the Portfolio of Model Upstream programs and scheduled workshops and trainings.	None	None
Oath of Office	Jerry led Tim Reese, Karin Demarest, Marianne McBride, and Robin Bartholow in the Oath of Office.	None	None
Crafting a	Policy Committee members broke into sector based groups to review suggested messages and talking	None	Staff will edit

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Champions Message	<p>points.</p> <p>County:</p> <ul style="list-style-type: none"> • We need more information about who our audience is. Are we talking to contractors? Is Upstream relevant to all County departments? • We need more program specific information to make the messaging relevant to our department. • We need a definition of “program.” <p>Health:</p> <ul style="list-style-type: none"> • The Portrait of Sonoma should drive the conversation. It needs to be woven into the messaging. • There should be greater emphasis on health disparities and prevention across the spectrum. • How do we invest in areas of unmet potential? • We would like to see data associated with specific programs. • Need more info on health outcome benefits and ROI. • We speak to a broad audience, one that goes beyond what people would usually think of as health. <p>Education:</p> <ul style="list-style-type: none"> • There is too much information on the school system. We would like to broaden the conversation to include community involvement. • How can ECE providers and youth programs outside of schools participate? • We need more time! <p>Criminal Justice</p> <ul style="list-style-type: none"> • We need a data source with every statistic. Data should be current. • Invest early, wisely, and together works well. Don’t stray from that. • Resources are being put into the juvenile department through probation. Collaboration exists between the DA, Health, and Probation. We already live by the Upstream model. Highlight the things we are already doing even if they’re not on the Portfolio. <p>Funders</p> <ul style="list-style-type: none"> • The points are too vague and there is too much jargon. • Define “Sonoma County”. Is that the Board of Supervisors? Businesses? Individuals? Who does this reference. • We would like to see funders and recipients working collaboratively. • How can we say it’s cheaper to send someone to Harvard than to jail? 		<p>talking points and bring revisions to the August meeting.</p>

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	<p>Business</p> <ul style="list-style-type: none"> • Keep the language simple. There is still too much jargon. • We love the facts. The info on the top of the poster is excellent. We need more info like that. • What's in it for me? We still don't know why we're here. • We need bullet points on our role and how we are a part of collective impact. <p>All groups requested more time. Staff will make revisions based on the initial feedback and give the Policy Committee more time in August.</p>		
Elevator Speeches	Committee members worked on elevator speeches as a group and individually. Staff will review speeches and incorporate suggestions into the August meeting.	None	Staff will review speeches and incorporate suggestions into Toolkits.
Public Comment	None	None	None
Adjourn	Meeting adjourned at 11:00 a.m.	None	None

Upstream Investments Policy Committee 2014 Meeting Schedule

August 13, 2014 from 9:00 – 11:00 a.m.

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