

MINUTES
ASSET Administrative Team
July 11, 2018, 11:00 a.m.
United Way of Story County, 315 Clark Avenue

The Analysis of Social Services Evaluation Team (ASSET) Administrative Team met at 11:00 a.m. at United Way of Story County, 315 Clark Avenue with the following members present: Jean Kresse, Tim Lubinus, Lisa McCoy, Brian Phillips, Deb Schildroth, Matt Soderstrum, and Karla Webb. United Way of Story County Community Impact Director Sara Zejnic was also in attendance.

APPROVAL OF JUNE 6, 2018 MINUTES

Moved by Schildroth and seconded by Phillips to approve the June 6, 2018 minutes. Motion carried unanimously.

TREASURER'S REPORT

Treasurer Fullerton reported a balance of \$3,496.18.

NEW BUSINESS

Notices of New/ Expanded Services – Continued Discussion

Boys and Girls Club – Teen Site – The team reviewed the request and discussed the questions needing asked. It was discussed that the fundraising goal and current status be discussed so ASSET knows what to expect for a request this fall. Mr. Phillips said if fundraising falls short, ASSET doesn't have funding to begin a program this large. Boys and Girls Club of Story County (BGCSC) Executive Director Erika Peterson and Board Chair Kim Behrendt entered the meeting.

Mr. Phillips said the team has some follow-up questions regarding the Teen Site expansion. He asked how the Teen Site fits in with BGCSC's strategic plan. Ms. Peterson said the strategic plan includes a goal of serving about double the kids, about 1,000, through the Club and its partnerships. Ms. Peterson said the Club has been operating at capacity the last couple summers and had waiting lists. During the school year they have been hitting capacity on school days. She said this year they are close to starting a waiting list for the school year, which they would like to avoid. Ms. Peterson said satellite sites will be tailored to the kids and reach more youth. Ms. Peterson also said they would like to move forward with a Nevada site because of the need.

The 2020 vision includes three satellite sites to help support the vision. Teen Site would be one of the satellites. Ms. Peterson said the annual youth surveys from Club kids shows the clubhouse experience for younger ones is impacted by having the big kids there. She said they would like the older kids to have their own site. She said they have been pursuing a location opportunity in the former Serenity Pet Spa for the Teen Site and a couple offices. Youth could come across the street for meals and gym activities.

Ms. Peterson told the group that since submitting this proposal, the Nevada site was closed in January due to decreased enrollment because of the location (middle school) and lack of staff consistency. Central Presbyterian Church has now offered its location at no cost if a program can be created for Nevada. A committee of 12 individuals from Nevada is helping drive this from a community perspective including the middle school principal, community members, city council member, and other community members. Ms. Peterson said the committee would like to see the program open in the fall, which was

approved by the Board if \$40,000 can be raised over the summer. She said both sites fit in with the strategic plan to reach more youth and offer satellite sites.

Mr. Phillips asked what would happen if \$40,000 cannot be raised every year. Ms. Peterson said the Board recognizes this question, and invested in a Development Director this year to create a broader fundraising strategy. She said a fundraising goal of \$8 million has been set, half for operations and half for ongoing costs. She said the \$40,000 fits into the fundraising plan, but just came up a lot faster than anticipated. Mr. Phillips asked what BGCSC would be requesting from ASSET for the Nevada site for 2019/20. Ms. Peterson said BGCSC will request \$15,000 for the teen site and would like to add another \$7,000 for the Nevada site. Ms. Schildroth asked about the ages of children in Nevada. Ms. Peterson said the need consistently identified by the community is predominantly for 5th and 6th grade students. It would be open to 7th and 8th grade students as well. Ms. Webb asked how many students will participate. Ms. Peterson said enrollment of 40 is anticipated with daily attendance between 20 and 25. Ms. Schildroth asked about children from other school districts. Ms. Peterson said if they can get there, they are also welcome. Ms. Peterson said they are looking at contracting with HIRTA for taking kids home, or have staff drive them home.

Ms. Kresse asked about concrete plans to share this information with families before the summer program is over. Ms. Peterson said a flier is ready to give families. Ms. Kresse asked how the need in Nevada was determined. Ms. Peterson said it was determined by the statistics and by the request from the school. She said the school recognized there are many kids going home after school. Ms. Kresse asked if the school has communicated with parents. Ms. Peterson said they will be at parent night, conferences, and Lincoln Highway Days as well as make PTA connections and communicate with the At-Risk Coordinator at the school.

Ms. Kresse asked how the fundraising is coming. Ms. Peterson said multiple proposals are out totaling \$1.75 million. She said an intensive grant strategy is also a part of it. Donors and prospects are identified. Ms. Peterson said Boys and Girls Clubs of America is offering assistance, and after their philanthropy training it was decided to hire a development director. Ms. Behrendt said after attending the conference last fall, one of the strategies was to visit other clubs that have experienced growth. She said other clubs assured them they are on the right path, and encouraged them to not lose sight of their goal: the kids. Ms. Behrendt said collaboration was key, and when someone else came with a need asking for collaboration, the community became excited to work with them to provide the service. She said her oldest son attended the Club and they lived in Boone. She said smaller communities would likely be interested.

Ms. Schildroth asked if any of the clubs they toured were offering programs on a sliding fee scale. Ms. Peterson said every club determines their fees independently, and that it is suggested that fees not exceeding 3% of an annual salary. Ms. Behrendt said one of the clubs offers preschool. She told the group the Board had extensive discussion on raising fees awhile back, and it was determined that raising fees for kids will not generate enough revenue to do something big, and it could be a detriment to a family sending multiple children. Ms. Webb asked if other sites are primarily funded by dollars raised. Ms. Behrendt said yes, as well as endowments. She said they would love to have an endowment and be less reliant on other funds. Ms. Peterson said every club has a diversified pool of funds coming in, and that compared to other non-profits, clubs have higher fundraising efforts because they can't get Medicaid or other funding that many other agencies are eligible for.

Ms. Peterson said the goal is \$2 million in two years, with is ambitious. Mr. Phillips asked what the plan is to keep ASSET informed about fundraising and the new programs as fall is approaching. Ms. Peterson asked what ASSET would like. Ms. Kresse said with the Nevada program, ASSET would like to know when they open doors, when the funds are raised, and the level of enrollment. She also said ASSET would like to know when a location is secured for the teen site. Ms. Behrendt apologized on behalf of the Board that the cart went before the horse in the past, and said they are trying desperately not to let that happen again. Mr. Phillips said for the funding process, even a well-communicated plan has no guaranteed funding, but a plan that isn't well-communicated and comfortable has even less of a chance. Ms. Schildroth also suggested coming to an ASSET meeting to give updates. Mr. Phillips said ASSET is struggling in the last year or two in how to deal with new, big increases for new services. He said incremental increases are traditional, but if decisions are made to fund large, new services then cuts need to be made. He said a component to their planning process should be structuring it so ASSET could fund it. Ms. Behrendt asked if ASSET prefers their request be a percentage of the increased budget, or for the specific project. Mr. Phillips said if it's a specific project, every question needs answered and there should be no other option than ASSET funding. Mr. Phillips said even if the school came to them requesting the service, there should be data that supports the claim that the service is needed.

Ms. Kresse said the food program lost many children the third summer when they didn't serve the 3-4 year olds because the older kids had to go home and take care of the younger kids. Ms. Behrendt said they don't want to set the expectation that they will fail, so they are going to raise the funds first. She said the verbal survey of the children showed they don't like staying at school for the program. Ms. Peterson said as the club grows, they can't expect ASSET to supplement the growth. She said last year she learned a lot through the funding process.

Ms. Fullerton asked if Nevada could put a question on the online school registration form about the availability of the service. Ms. Kresse said the availability of United Way Major Grants will not be known until this fall. Ms. Peterson and Ms. Behrendt left the meeting.

Ms. Webb told the group that a club is working with Drake University on its campus. Ms. Kresse said the need for elementary services was not mentioned. Ms. Fullerton said she hopes with the group they have working on this that they will meet the fundraising goal. Moved by Kresse and seconded by Schildroth to approve the expansion of the Teen Site in Ames and Nevada. Motion approved unanimously.

Mr. Lubinus said it seems each agency's goal is to expand, not to meet needs. He said if unemployment has gone down so much, it seems there should be a drastic reduction in need, but each agency always has an incremental increase in requests. He asked what ASSET can do. Ms. Kresse said the Asset-Limited, Income-Constrained, Employed (ALICE) report was two years ago, and it was recently refreshed. Currently ALICE would constitute about 42% of Iowa households. These households are working families that are just making ends meet where there's still a gap of how much they can afford for daycare, school lunch, etc. She said needs are growing even when the population isn't.

Mr. Lubinus asked if there is a system to connect the research-based needs with agencies in case there are services that are not needed anymore. Ms. Kresse said the community impact agenda and the purpose of the Story County Quality of Life Alliance should push agencies toward output development, which is how UWSC Allocations Committee and UWSC will look at where additional dollars will be placed. Ms. Fullerton said she saw some shift in volunteer spreadsheets this year. Ms. Kresse said agencies should be told that level funding could happen this year until there is a better handle on

outcomes. Mr. Phillips said ISU Student Government had level funding last year, and their choice was to either look at priorities and change it up or do exactly what they did the year before. He said that could be what ASSET has to do on a larger scale. Ms. Schildroth said the funders could shape priorities to make them clearer. Mr. Phillips concurred. It was mentioned that if everything is important, then nothing is important. Ms. Fullerton said it would be helpful for volunteers if priorities were clearer.

MICA – Nevada Head Start Preschool Program – MICA Executive Director Arlene McAtee and Early Childhood Programs Director Carrie Sodders entered the meeting. Ms. Sodders told the group there are Head Start classrooms in five counties. She said the classroom in Nevada has federal funding. The Nevada classroom (administered by MICA) serves the rural areas of Story County, and most of the children are from Nevada. The classroom in Ames is administered by Drake University. Ms. Sodders said for several years it has been a blending of funding of federal Head Start monies and BooSt. She said they were directly asked to reach out to ASSET for funding for the services provided in the Nevada program. Ms. Schildroth confirmed that BooSt will be contributing \$39,000 for 2018/19. Ms. Schildroth confirmed that estimated funding from BooSt for 2019/20 is \$29,000. Ms. Sodders concurred, but said the funding for 2019/20 is not confirmed.

Ms. McAtee said the full day program is more of a quality child care experience. She said they don't have any problem filling those spots. Ms. Sodders said the program also includes family development, helping families with goals like self-sufficiency and health services. Ms. Webb asked where the site is. Ms. Sodders said it's in a school resource building, and the partnership works very well. Ms. Kresse asked what the families do for summer care. Ms. Sodders did not know. Ms. Kresse asked if Ms. Sodders envisions the Drake program also coming to ASSET. She was unsure. Ms. McAtee said MICA is required to provide a lot of information, which they base on the needs assessment. Ms. Kresse said she wouldn't want them to get less of the federal share because they are getting local funding. Ms. Schildroth asked if they get community funding from Nevada. Ms. Sodders said not for the Head Start program. Ms. Kresse said ASSET is telling agencies with new services that available funds were tight last year and tighter this year, so there is no guarantee of funding. Ms. McAtee said they were strongly encouraged to apply. She also said MICA's new dentist, Dr. Motz, began work on June 27. Ms. McAtee and Ms. Sodders left the meeting. Ms. Kresse said early childhood services and school readiness is a UWSC priority. Moved by Schildroth and seconded by Fullerton to approve the program. Motion carried unanimously.

HSS – Meals on Wheels – Ms. Schildroth said this expansion would be for individuals under 60 years old. She said when Mary Greeley Medical Center (MGMC) did Meals on Wheels, it was under the public health umbrella, and could serve any age. Many of these individuals could have come from that situation, or could be family members of those being served at HSS. Mr. Phillips said there's an indication Aging Resources has funded this in the past, and asked how this works with funding for participants under 60.

Executive Director Nancy Carroll and Service Coordination Director Shala Harsh entered the meeting. Ms. Harsh said when HSS merged with MGMC to provide Meals on Wheels they had quite a few situations where a person under 60 received a meal. She said there was "family care giver funding" from Aging Resources that provided a certain amount of funds for reimbursement. Ms. Harsh said they were notified in January that the funding would be discontinued. She told the group some of the clients have mental health issues, and a few were recently released from MGMC and needed a few weeks of meals during the transition back home. Ms. Carroll said the mission of HSS is for those 60 years plus, but she is hopeful that the need can still be met. Mr. Phillips asked about the Aging Resources requirement.

Ms. Harsh said with that grant there was some flexibility, and the staff contact they worked with would determine if assistance was approved.

Ms. Schildroth said this segment of clients was not on ASSET's radar when the merge happened. Ms. Harsh said the numbers are pretty consistent. Ms. Kresse asked if these clients could be required to pay. Ms. Harsh said yes, that \$9.75 could be collected. Ms. Kresse asked if there would be a sliding fee scale if ASSET funds were allocated. Ms. Harsh said yes, they would follow the same criteria as they do for the clients over 60. Ms. Carroll said there are no criteria because this is new. She said an outreach specialist would be sent out to do an assessment so other connections can be made. She said if needs are there, they can report back to ASSET. Mr. Phillips said six people are proposed at \$8,000, and asked what happens if the need turns out to be much larger. Ms. Carroll said she's unsure, but would like to meet the need as it is now and see what happens. She said if an older adult does not have a hot, nutritious meal, everything starts to unravel. Ms. Kresse asked if it will affect the outreach budget. Ms. Carroll said she doesn't want to say yet, but they do want to help. Ms. Kresse asked how it will be addressed in this fiscal year. Ms. Carroll said she thought it would be this year. Ms. Kresse said this would be for ASSET funding in 2019/20. She said HSS could apply for a \$3,000 UWSC grant or a Story County Community Foundation grant of \$6,000. Ms. Carroll said they don't want to come off of the HSS mission. Ms. Schildroth asked about this. Ms. Carroll said we would all agree that HSS is the best one to do this. Ms. Kresse said ASSET was paying this through Meals on Wheels at MGMC. Ms. Kresse said if the number for 2019/20 ends up being different to let ASSET know. Mr. Soderstrum asked about other agencies that provide meals finding out meals can be done cheaper by HSS. Ms. Carroll said collaboration would have to start at ground level if something like that came forward. Ms. Carroll and Ms. Harsh left the meeting.

Ms. Kresse said health is a UWSC priority. Ms. Schildroth said it would also fit County priorities.

Moved by Kresse and seconded by Phillips to approve Meals on Wheels. Motion carried unanimously.

ACCESS – Emergency Crime Victim Housing – Executive Director Tess Cody and Assistant Director Virginia Griesheimer entered the meeting. Ms. Griesheimer said the sheltering service model has changed in the last few years, and financial assistance for sheltering has changed. She said their current program provides some assistance to move an individual toward permanent housing. She said they have been learning that staff is having difficulty with follow-up service/ case management needs. Ms. Griesheimer said the Rapid re-housing program has served as a way to meet higher needs because a more comprehensive service doesn't exist. She said ACCESS has plenty of funds for financial assistance, but is requesting funding for follow-up services, which would increase staff's capacity and outcomes for the individuals moving through the housing interventions ACCESS offers.

Ms. Kresse asked which counties the program would be offered in. Ms. Griesheimer said this would be available in all five counties. She said in Story County the housing market is more challenging, so extra time needs to be spent to get ahead of some barriers. ACCESS will be receiving \$82,000 in ESG funds. Ms. Kresse asked what local match is coming from other communities. Ms. Cody said they haven't started to seek other local funding yet. Ms. Kresse said ASSET funding would only go toward Story County residents and the federal funding should be spent proportionally in Story County as well as the other counties. It was noted that the case management piece of the service is getting clients to other agencies that provide correct services. Ms. Schildroth asked if that funding would go toward a staff person. Ms. Griesheimer said yes, and that the follow-up care that solidifies the intervention will help clients maintain the housing. Ms. Webb asked how long the staff person will work with clients. Ms.

Griesheimer said in speaking with other programs that have a similar service, they have aimed for three months of assistance, and maybe more for a few of the more difficult situations.

Ms. Kresse said since July there has been a 10% increase in victims inquiring about shelter, and asked how this information is being relayed to the legislature. Ms. Cody said all individual numbers get sent in, but she's unsure how it is all compiled. Ms. Griesheimer said beginning August 1st they should have a clearer picture of the need across the state. Ms. Cody said she hopes with Coordinated Entry there's more of a collective way to approach legislatures. Ms. Cody asked for guidance on attaining funds in other communities. Ms. Schildroth said approaching Counties and Cities with data on those jurisdictions is helpful. Mr. Phillips said the same set of cards could be shown to all funders so the funders know what other entities are being approached. Ms. Cody and Ms. Griesheimer left the meeting. Discussion ensued about the funding needed.

Ms. Schildroth asked what the request will be. Ms. Kresse said "up to \$43,000" is what they would need for the whole year. Ms. Fullerton asked if they referenced how many rapid re-housing clients are anticipated. Ms. Kresse said over 2 years, 30 clients across a five county area. Ms. Fullerton said she wonders if that is enough for a full-time position. Discussion ensued. Mr. Phillips said if it is approved, ACCESS may believe ASSET will be able to fund the match requested. Ms. Kresse said if the grant is approved and awarded in October, they would begin in January.

Follow-up questions will be sent:

Do you have the match for January through June (\$29,849)? If so, from where? If not, what do you propose to do to secure that?

If the ESG is not renewed for a second year, how will you continue the service?

Does this justify a full-time position? If charging a portion of this person's time to another program (on-call duties), how will that work?

Please provide a July – June breakdown for ESG funding.

Friendship Ark – Daily SCL – Ms. Webb told the group a question was submitted to ask if this new funding will be for a new home, but it isn't. She said it's moving this service into the ASSET process. Moved by Webb and seconded by Kresse to approve this service. Motion carried unanimously.

ERP – Rapid Re-housing – \$55,469 will be requested from ASSET according to the updated information from Carrie Moser. Ms. Webb said that \$55,469 is 70% of the \$79,241. If this is split into two services, it was stated that two ABF 5's will be needed. Ms. Fullerton said it's an expansion and adding a staff person. Ms. Kresse said MICA used to have rapid re-housing. Mr. Soderstrum said 119 families fit these criteria according to the application. He asked how many of those 119 are served or need the service. Ms. Webb wondered how many intend to stay in Story County.

Moved by Schildroth and seconded by McCoy to approve the service and split the service out into two services: Service Coordination (3.13) and Emergency Assistance for Basic Material Needs (2.01). Motion approved unanimously.

VCSC Questions Answered and Meeting re: Audit – Ms. Kresse requested that the focus team debrief soon, and to move this item to the August agenda. The group concurred.

Liaison Assignments – Updates were made to liaison assignments.

211 Updates – Ms. Schildroth said there is a renewed push to use 211. She said in the UWSC Partner Agency Agreement it is stated that agencies must update their information for 211. Ms. Schildroth said Supervisor Olson has asked how that is monitored. Ms. Kresse said ISU Extension and Outreach for Story County administers the program, and that Ms. Zejnic will be working with Tammy Jacobs at ISU to see which agencies are delinquent. Ms. Kresse said in 2008, during the flooding in Cedar Rapids, the service was very helpful. Ms. Webb said through the Children’s Wellbeing Collaboration they have had discussions and are trying to revive the service. She said it is only as good as the agency updates. She said marketing materials will be made available soon. Ms. Webb said there are other state-wide database systems as well, and they all require much effort to keep them up to date. She said pooling resources in the future would be helpful. It was noted that calling is still recommended over using the website.

OLD BUSINESS

Ms. Schildroth asked about the YSS house at 712 Burnett. Ms. Kresse said she heard that a connection has been made with a church to assist with housing the affected individuals. Ms. Kresse said they are not planning to rebuild the house.

ANNOUNCEMENTS/REMINDERS

- A. Next ASSET Administrative Team Meeting – August 1, 2018 at 12:15 p.m. (United Way)
- B. Next ASSET Meeting – August 9, 2018 at 5:00 p.m. (City Church)

ADJOURN

The meeting adjourned at 2:15 p.m.