

Approved May 28, 2015



City of Scottsdale  
Human Services Commission  
Regular Meeting

SUMMARIZED MINUTES

Thursday, May 14, 2015

Granite Reef Senior Center Room 8  
1700 N. Granite Reef Rd.  
Scottsdale, AZ 85257

**PRESENT:** Raoul Zubia, Chair  
Dustin Thomas, Vice Chair  
Enid Seiden, Commissioner  
Donald Nordlund, Commissioner  
Marty Day, Commissioner  
Nicholas Thomas, Commissioner  
Josina Tishler, Commissioner

**STAFF PRESENT:** Greg Bestgen, Human Services Director  
Justin Boyd, Housing Coordinator  
Michelle Albanese, Community Assistance Manager  
Valerie Kime Trujillo, Human Services Manager  
Eugenio Munoz-Villafane, Human Services Manager  
Tim Miluk, Human Services Manager  
Joanne Meierdirks, Human Services Manager  
Angela Bravo-Gallager  
Tarina Wood  
Leticia Beltran  
Valerie Kurth

**Call to order**

Chair Zubia called the meeting to order at 4:30 p.m.

## **Roll Call**

Members present as noted above.

### **1. Introduction of Commissioners**

Each Commissioner introduced themselves and discussed their background and interest in participating as a member of the Human Services Commission.

Greg Bestgen, Human Services Director, commended the Commissioners for their dedication and for acting as spokespersons for the City. He said that one of his primary goals is to highlight the activities of the Commission through websites, social media, and other technology.

### **2. Feedback and Evaluation of 2015 Funding Process**

Justin Boyd, Housing Coordinator, led a discussion on the 2015 funding process. He reviewed the funding priorities and procedures used this year to assign the priorities in the grant applications and weigh priorities in the evaluation tool. Mr. Boyd briefly discussed issues relating to Survey Monkey including confusion relating to the dropdown box and the dual-page submission.

Discussion ensued regarding scoring options including going back to the paper scoring and binders, using an Excel Spreadsheet system, or continuing with Survey Monkey or a similar interface system. Commissioners expressed a preference for continuing to use the iPad and an online survey system and made suggestions to improve the experience. These included setting the system so that an email would be sent indicating that specific agency scoring has been submitted and/or getting an instant response indicating that a response has been accepted, offering an opportunity to double back and change a score, programming the system so that it will indicate at the end of scoring that all agencies have been scored and will identify those which have not been scored, and change the scoring system from a zero to ten scale to a zero to five scale.

Mr. Boyd discussed concerns that were raised during the funding season as they related to maximum allocation percentages of Scottsdale Cares at 20% and General Funds at 15%. Vice-Chair Dustin Thomas said that the goal was to allow smaller percentages so that more agencies could be funded and that the allocations were backwards. It was consensus of the Commissioners to switch the percentages, making Scottsdale Cares at 15% and General Funds at 20%.

Mr. Boyd discussed the outcome of the decision to allow agencies to submit only one proposal per funding source, which he felt forced agencies to change their approach and to utilize other funding sources.

Commissioners were given an opportunity to make comments about the one-proposal-per-funding-source approach. They discussed changes seen in the approach taken by agency proposals, information that is included in the staff evaluation including whether agencies have been previously funded and how the funds were expended, and methods for comparing agencies that provide similar services.

Mr. Boyd noted that staff is near completion of the five-year consolidated plan, which is a requirement for CDBG and HOME allocations for 2015 through 2020. The consolidated plan could be used as a tool to identify funding priorities.

Discussion ensued regarding Commission members' feelings on how the removal of the priority groups affected the process and the Salt River Pima-Maricopa Indian Community (SRPMIC) funds allocations. Ms. Albanese explained that the SRPMIC funds have to be kept separate and are applicable only to specific service categories.

Greg Bestgen, Human Services Director, said that one of his goals is to increase efforts to make citizens aware of the Scottsdale Cares program. There are plans to reimplement the Scottsdale Cares insert in the water bill six times a year, offer some café conversations to the community in the fall, and make other efforts to educate the public about the Scottsdale Cares program. Vice-Chair Dustin Thomas suggested that community event producers would be a good resource for Scottsdale Cares revenue contributions.

### **3. Input for Commission Meetings for 2015/16**

Commissioner Seiden suggested that instead of having two meetings each month, the Human Services Commission could use some of the alternate meetings to go out into the community and promote the activities of the Commission. Greg Bestgen, Human Services Director, agreed that with the exception of the weeks surrounding the funding cycle it would be beneficial for the Commission to schedule opportunities to meet with citizens.

Commissioner Nicholas Thomas suggested that educational opportunities be offered in the northern Scottsdale area so that citizens in that area will understand the impacts donations to Scottsdale Cares has on citizens living in southern Scottsdale. Mr. Bestgen noted that they are currently seeking a marketing person to help in marketing for like Scottsdale Cares. His vision is that each center will develop their own marketing plan so a more active marketing approach can be taken.

### **4. Staff and Commission Updates**

Mr. Bestgen invited the Human Services managers to give a brief update about activities at their centers.

Tim Miluk, Human Services Manager, said that activities will continue at both senior centers through the summer. There were Mother's Day events at both centers and upcoming events include a Father's Day event and the second annual Dog Days event.

Joanne Meierdirks, Human Services Manager, noted that after having spent several years in Parks and Recreation, Youth and Family Services is returning to the Human Services Department and will be reprioritizing their focus. Areas of focus will include the juvenile diversion program and youth at risk.

Eugenio Munoz-Villafane, Human Services Manager for Vista Del Camino, discussed the Stamp Out Hunger event that was hosted together with the U.S. Postal Workers and the back to school event that will be held on August 4th and 5th at Scottsdale Stadium. He noted that Sheila Williams will be taking over the Career Center, Eddie Durazo will be

operating the Food Bank, and a new Human Services representative is currently being sought to run Special Programs. Angela Bravo-Gallager highlighted programs that have been implemented over the course of the last year at Vista Del Camino, including a financial coaching workshop program which was enabled through partnership with the United Way. Tarina Wood talked about Vista Del Camino's efforts to offer teens and non-English speaking citizens an opportunity to attend the financial coaching workshops.

Valerie Kime Trujillo, Human Services Manager, introduced Leticia Beltran. Ms. Beltran spoke about the Matter of Balance class offered to senior citizens and the success of the program. Ms. Trujillo noted that with recent changes to the Paiute Neighborhood Center, the Paiute Senior Center is being combined with the Granite Reef Senior Center in order to make room for other programs at Paiute. The Scottsdale Prevention Institute is now occupying the area that was used for the Senior Center. As of July 1, the Community Assistance office will be housed on the Paiute Campus. The after school program will be moving into the Parks and Recreation department in the fall and will be operated by the Scottsdale Unified School District or the Boys and Girls Club. Ms. Trujillo announced that a memorial service honoring the opening of the Allie Ortega Meditation Area at Paiute Neighborhood Center is scheduled for Saturday, May 16th, 2015 beginning at 10:00 a.m. She noted that a leaf will be dedicated to Kim McLain, who is leaving the City on June 5.

Michelle Albanese, Community Assistance Manager, noted that the Consolidated Plan was approved by City Council on April 28th and will be sent to HUD this week together with the action plan. Staff is working to complete CDBG and HOME funds contracts for FY 2015/16. The Section 8 program web-based program applications will be available beginning in August or September.

Mr. Bestgen said that his hope is that having the managers give updates on their programs will help the managers and Commission members get to know each other better and work more effectively with the community. He noted that in addition to the many transitions since he has taken over as Human Services Director, his offices have been moved and are now part of Youth and Family Services, which offers an opportunity for he and his staff to be more active in the community.

Mr. Bestgen announced that the Board and Commission Appreciation event is scheduled for May 18th at the Museum of the West. Mighty Mud Mania is scheduled for June 6th, and the next and final HSC meeting of the fiscal year is scheduled on May 28th at Scottsdale Stadium.

Commissioner Day suggested that big box stores such as Home Depot be approached about implementing a program where shoppers could purchase a pallet of water bottles for donation to the Beat the Heat program that could be later picked up by a City of Scottsdale staff person.

## **5. Adjournment**

Being duly moved and seconded, the meeting adjourned at 6:31 p.m.

Respectfully submitted,

A/V Tronics, Inc. DBA AVTranz