



**CITY OF SCOTTSDALE  
HUMAN SERVICES COMMISSION**

**MINUTES**

**Thursday, October 22, 2015**

**Vista Del Camino Community Center  
7700 E. Roosevelt St  
Scottsdale, AZ 85257**

- PRESENT:** Raoul Zubia, Chair  
Marty Day, Commissioner  
Janice Eng, Commissioner  
Enid Seiden, Commissioner (left at 6:09 p.m.)  
Josina Tishler, Commissioner
- ABSENT:** Dustin Thomas, Vice-Chair  
Donald Nordlund
- STAFF:** Greg Bestgen, Human Services Director  
Eugenio Munoz-Villafane, Human Services Manager  
Neal Hallihan, Adaptive Services Manager  
Michelle Albanese, Community Assistance & Paiute Center Manager  
Justin Boyd, Housing Coordinator  
Rosita Pinedo, Human Services Representative  
Eduardo Durazo, Human Services Representative  
Tim Miluk, Human Services Manager
- GUESTS:** Holly Snopko  
Jenny Adams

**Call to Order**

Chair Zubia called the meeting to order at 5:06 p.m.

## **Roll Call**

Members present as noted above.

### **1. Approval of the October 8, 2015 Minutes - Regular Meeting**

**COMMISSIONER DAY MOVED TO APPROVE THE OCTOBER 8, 2015 HUMAN SERVICES COMMISSION REGULAR MEETING MINUTES. COMMISSIONER SEIDEN SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIR THOMAS AND COMMISSIONER NORDLUND WERE ABSENT.**

### **2. Overview of Concerned Citizens for Community Health, Trends and Services Provided to the Scottsdale Community**

Holly Snopko, CCCH Board President , and Jenny Adams, Executive Director, presented an overview of Concerned Citizens for Community Health as an organization and their current programs and upcoming events. Ms. Snopko reviewed the mission statement and strategic agenda and discussed the partnership with the City of Scottsdale, SUSD, and other non-profit agencies. CCCH is striving to increase the amount of sponsorships and gain residents' support for programs such as Adopt-a-Family, which is currently 60% sponsored by CCCH. Ms. Snopko discussed other programs sponsored by CCCH including the Food Bank, Adopt-a-Senior, Healthy Packs, Beat the Heat, Gleaners, rent and utility assistance, Back-to-School, and youth support programs and how those needs are being met. She thanked the Human Services Commission for their continued support.

Commission members were given an opportunity to ask questions. Ms. Snopko explained that CCCH is currently coauthoring a grant with SUSD to be submitted through Cox Charities. The majority of program funding comes from the faith communities and individuals and the organization is strongly represented through POSA, Scottsdale Cares, and SRPMIC Grants. Families in need are able to find out about available services through the website, social media, flyers, agency referrals, and word of mouth.

Ms. Snopko said that the Healthy Packs program has increased from two to four schools and promised funding from one of the faith communities will allow expansion into three more schools. Each school has approximately 35 to 80 students participating in the program.

### **3. Brief Overview of Current Services at Vista del Camino and an update on this year's 2015 Adopt A Family Programs and New Partnerships**

Eugenio Munoz-Villafane, Human Services Manager, gave a brief overview of services provided at Vista del Camino including the Back to School Program; Emergency Services; Career Center; Parks and Recreation programs; the Community Action Program (CAP) program services, which includes social services offering utility assistance, rent/mortgage assistance, transportation, career clothing, prescription assistance, and financial and job preparation workshops; the Food Bank and Pet Pantry;

Recreational Programs, early childhood classes, and hosting AA and Al-Anon groups; Adopt-a-Family; and the One Stop Career Center. Mr. Munoz-Villafane noted that utility, rent, and mortgage assistance as well as some Food Bank funding comes from SRPMIC Grants and CCCH. The Salvation Army caseworker who visits the center two days a week is paid for with Share Dollars through the SRP \$1.00 contribution option.

Eduardo Durazo, Human Services Representative, gave an overview of Back-to-School 2015 "Back to the Bases." The Back-to-School program partnered with schools, non-profits, civic, faith, and business organizations to serve 832 children in grades K-12 from low income families with essential school supplies, clothing, and shoes. Sponsors included AZLEOS, City of Scottsdale, the Lion's Club, NOAH, POSA, SUSD, and Nutritional Services. The one-day program cost approximately \$60,000 and had 144 volunteers work approximately 722 hours.

The Healthy Packs program was expanded from two schools to four for the 2014/15 school year. This year the program is working in partnership with AZ Brainfood to provide meals and delivery to schools.

Rosita Pinedo, Human Services Representative, gave an overview of the Adopt-a-Family program. The goal for 2015 is to assist 500 families, seniors, and disabled adults who meet the federal poverty guidelines. Screenings will be held October 2nd through 30th. Distribution dates for Thanksgiving are November 18th, 19th, and 20th. Distribution for winter holidays are December 15th, 16th, 17th, and 18th. There are still spots available for applicants and additional sponsors are needed.

Commission members were given an opportunity to ask questions. Ms. Pinedo noted that families who are in the Adopt-a-Family program are limited to five years in the program and are then referred to other programs and that seniors are able to receive unlimited years of services.

Commissioner Eng requested that staff provide information on the percentage of those participating in the Adopt-a-Family program who are able to be self-reliant once they have completed their five years. Mr. Munoz-Villafane said that Maricopa County is encouraging communities participating in the CAP program to design strong, supportive programs working towards the self-sufficiency model.

Mr. Bestgen stressed the importance of the community engaging the economic development engine and the Chamber of Commerce to talk about instituting a "livable wage" so people have the opportunity to move out of poverty.

#### **4. Scottsdale Cares Marketing Message Update**

Justin Boyd, Housing Coordinator, gave an update on the marketing initiatives that are being implemented in 2015/2016. His presentation included a review of the purpose of Scottsdale Cares and the promotional video that will be on the City's website. The video highlights ways in which the funds are utilized through the program in order to raise awareness and citizen interest in donating. The website includes a link that takes viewers to a web page describing the various ways to make a donation. The web page also includes a link that takes users to the Council report, which outlines agencies that are receiving funds for FY2015/16. Discussions are underway to rebrand Scottsdale

Cares and implement additional marketing plans, which include finding simpler ways to make online donations. Marketing plans for 2016 include advertizing through Parks and Recreation brochures, listing on the Library and Senior Center calendar of events, and utilizing social media.

Commission members were given an opportunity to make comments and ask questions.

Commissioner Seiden suggested contacting Harkins Theatres about opportunities to show the video on their pre movie advertising and having a booth at the Scottsdale Art Show.

Ms. Albanese explained that there are currently two different avenues to make a donation to Scottsdale Cares, through the water bill or online. The website offers opportunities to donate more than \$1.00 without getting the difference credited back on your bill.

Commissioner Day suggested placing a donation bucket at the McCormick-Stillman Railroad Park during the holiday season.

Mr. Bestgen said that he is envisioning that Commissioners, staff, and citizens are all ambassadors for the Scottsdale Cares program and can create a network for growing awareness and educating citizens on services the program provides and how to donate.

## **5. Staff and Commission Updates**

Tim Miluk, Human Services Manager, reported that the Dog Days event was held on October 17th. Adopt-a-Senior is in full swing and those who are interested in participating can call (480) 312-8465. Holiday art shows displaying the artwork of students are scheduled at the Granite Reef Senior Center on December 4th and at Via Linda Senior Center on December 11th. The 32nd Annual Arts and Crafts Fair is scheduled for November 21st at the Granite Reef Senior Center.

Neal Hallihan, Human Services Manager, gave an update on the activities of the Adaptive Services Department including weekly programming, Special Olympics, the aquatics season, golf tournament, bowling activities, participants in mainstream ballet and soccer classes, and social programs. He noted that the City is working in partnership with SUSD to offer special education students and students with disabilities the opportunity to attend life skills classes at the Adaptive Services Center for the last few years of high school up to 22 years old rather than repeating mainstream classes.

Eugenio Munoz-Villafane, Human Services Manager, noted that the Commissioner packets contain a flyer about the Allie Ortega Empty Bowls event scheduled for late November/early December.

Michelle Albanese, Community Assistance & Paiute Center Manager, announced that last Wednesday the City honored five graduates and one special effort participant from the Family Self-Sufficiency Program which is hosted in partnership with the City of Tempe. Agency proposals for the FY 2016/17 funding process are due to the Community Assistance office by 5:00 p.m. on November 13th. The Paiute

Neighborhood Center Annual Fall Festival is scheduled for Saturday, October 24th from 5:00 p.m. to 8:00 p.m. at the Paiute Neighborhood Center.

Enrollment for the Paiute Toy Program (PTP) opened on October 19th. The City is working on the PTP program in partnership with the Fire Department, Scottsdale Community College, Scottsdale Rotary, and Handlebar Helpers. Distributions will be December 14th, 16th, and 18th. Those who are interested in volunteering or making a donation can contact the Paiute Neighborhood Center.

Greg Bestgen, Human Services Director, said that he, Trisha Serlin and Donna Brower met with the Korean International Delegation that was visiting Scottsdale. The group was interested in learning more about the age-friendly initiatives offered through Scottsdale senior centers.

**6. Open Call to the Public**

There were no members of the public who wished to speak.

**7. Adjournment**

Being duly moved and seconded, the meeting adjourned at 6:23 p.m.

Respectfully submitted,

A/V Tronics, Inc. DBA AVTranz.