



**CITY OF SCOTTSDALE
HUMAN SERVICES COMMISSION
WORK STUDY SESSION**

SUMMARIZED MINUTES

Thursday, May 12, 2016

**Civic Center Library Board Room
3839 N. Drinkwater Boulevard
Scottsdale, Arizona 85251**

PRESENT: Marty Day, Vice Chair
Enid Seiden, Commissioner
Denny Brown, Commissioner
Janice Eng, Commissioner
Donald Nordlund, Commissioner
Josina Tishler, Commissioner

ABSENT: Dustin Thomas, Chair

STAFF: Greg Bestgen, Human Services Director
Justin Boyd, Housing Coordinator
Michelle Albanese, Community Assistance Manager
Joanne Meierdirks, Human Services Coordinator
Neal Hallihan, Human Services Manager

Call to Order

Vice-Chair Day called the meeting to order at 4:07 p.m.

Roll Call

Members present as listed above.

1. Scottsdale Cares Update

Justin Boyd, Housing Coordinator, provided an update on Scottsdale Cares marketing efforts to increase donations for the program. He reported on the results of the meeting at which he, Vice-Chair Day, Commissioner Brown, Greg Bestgen and Bill Murphy discussed how the departments could collaborate to spread the word about Scottsdale Cares and encourage businesses to contribute. He presented a banner that can be displayed at city events to promote Scottsdale Cares and flyers that have been printed outlining the program. Scottsdale Cares was promoted during Scottsdale Lights at McCormick-Stillman Railroad Park on December 17th; Our City at Scottsdale Farmers Market on April 23rd; and Date Night at Scottsdale Stadium on May 7th, resulting in a total of \$1,327 in donations. The City's Communication Department is working with staff on a program that will promote individual positive stories of people who received benefits through the Scottsdale Cares program and plans on creating a video highlighting one story. Mr. Boyd noted that he hopes to get results of a recent grant application by the end of the 2015/16 fiscal year.

Discussion ensued regarding the website design and the possibility of offering logo placement to corporations who make significant donations; collaboration opportunities with the Parks and Recreation department; electronic billing and potential credit card payment options; additional marketing opportunities such as the library, City events, and Harkins' public service announcements; sponsorships; the "positive stories" videos; social media; door hangers; and contacting HOAs about donating through their water bill on behalf of the community.

Mr. Boyd requested that Commissioners take the opportunity to share Scottsdale Cares social media posts.

2. Implementing Changes for the FY 2017/18 Funding Process

Justin Boyd, Housing Coordinator, facilitated a discussion regarding implementing changes for the FY2017/18 funding process for the percentages assigned to Scottsdale Cares and General Funds and establishing definitions for the Salt River Pima-Maricopa Indian Community (SRPMIC) categories and additional features that will be introduced for SurveyGizmo. His presentation included an overview of the FY2016/17 administrative changes that were implemented and the enhanced FY2017/18 process.

Discussion ensued regarding the 15%/20% thresholds that were placed on the Scottsdale Cares and General Funds opportunities and the influence the restriction had on the Commission's agency allocations; enhancing criteria guidelines for the agency presentations and/or creating a list of questions to be asked by the Commission during presentations; implementing a system of a minimum score cap for agencies to receive any funding; and consulting with the City's legal department about the ability of the Commission to discuss information from agencies in a work study prior to scoring.

Mr. Boyd announced that the SRPMIC funding might possibly be made available earlier than in previous years, which would open the opportunity for SRPMIC to be included as part of the allocation process. SRPMIC categories include: Senior congregate meals, senior home delivered meals, and support for regional shelter services. The Commission discussed the idea of establishing eligibility criteria for each category if SRPMIC becomes part of the allocation process. It was the consensus of the Commission to direct staff to develop specific criteria for each category to be presented to the Commission for further discussion at a future meeting.

Mr. Boyd reviewed the features of SurveyGizmo that were an enhancement to the allocation process this year and additional features that will be available during the upcoming funding year.

Mr. Boyd thanked the Commissioners for the time and dedication they gave to the funding process.

3. Review FY 2017/18 Funding Process

Greg Bestgen, Human Services Director, initiated a discussion about televising all meetings during the funding process in an effort to give viewers a more clear understanding of the final allocation process. It was suggested that the chair open the final allocation meeting with an overview of the background and framework of the allocation process. Staff will present a follow-up to the discussion at a future work study.

Mr. Bestgen requested that Commissioners begin thinking about the types of discussions that would meet the needs of the Commission in the coming year. Commission members agreed that the work study format offered an opportunity for more productive discussions.

4. Commission Priorities for FY 2016/17

The item was tabled until a future date.

5. Staff and Commission Updates

There were no updates.

6. Adjournment

Being duly moved and seconded, the meeting adjourned at 5:59 p.m.

Respectfully submitted,

A/V Tronics, Inc. DBA AVTranz.