1. Call to Order

Chair Eng called the meeting to order at 5:02 p.m.

2. Roll Call

Members present as listed above.

3. Open call to the Public

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

4. Approval of Minutes:
   
   A. 04-12-18 Regular Meeting

   COMMISSIONER PORTNOY MOVED TO APPROVE THE APRIL 12, 2018 HUMAN SERVICES COMMISSION REGULAR MEETING MINUTES. VICE-CHAIR BROWN SECONDED THE MOTION WHICH CARRIED 4-0 WITH CHAIR ENG, VICE-CHAIR BROWN, COMMISSIONERS HUBBARD AND PORTNOY VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

   B. 05-10-18 Work Study

   VICE-CHAIR BROWN MOVED TO APPROVE THE MAY 10, 2018 HUMAN SERVICES COMMISSION WORK STUDY MEETING MINUTES. COMMISSIONER PORTNOY SECONDED THE MOTION WHICH CARRIED 4-0 WITH CHAIR ENG, VICE-CHAIR BROWN,
COMMISSIONERS HUBBARD AND PORTNOY VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

5. **FY 2019/20 Funding Process Revisions**

Justin Boyd, Housing Coordinator, gave an overview of the funding process revisions for FY 2019/20. He noted that tax identification numbers will be used to verify that each agency is submitting only one proposal per funding source; Scottsdale Cares agencies will be limited to no more than 15 percent of the total funding amount available; General Funds agencies will be limited to no more than 20 percent of the total funding amount available; and agencies will be required to submit a Form 990.

Scoring for all sections of the evaluation tool has been simplified to a zero to three scoring range. Agencies will be required to provide two different contacts to ensure timely transmission of the staff evaluation and will be given an opportunity to present additional information for the funding process in their responses to the Human Services staff evaluation in November. Agencies that fail to respond to the staff evaluation or submit their response after the December deadline will receive a ten-point reduction. Agencies that fail to present during agency presentations and also do not submit a response to the staff evaluation will be disqualified from the FY2019/20 funding process.

6. **Human Services Marketing Presentation**

Mr. Boyd provided an update on the marketing efforts for the Human Services division and an overview of the process being implemented to improve their social media content. For the past nine months the marketing team has met monthly to review the marketing and social media process. Working together with the IT department, they came to the conclusion that before a Facebook page could be launched, the Human Services landing page needed to be enhanced. Enhancements included changing the landing page title from “Social Services” to “Human Services”; incorporation of a mission statement; updating photographs; adding a summary describing each community center; and the addition of a listing of available services and resources.

Facebook posting access is limited to a specific number of staff that are required by the Communications Department to upload content a minimum of three to five times a week. Mr. Boyd reviewed the concepts recommended by the marketing team to help managers develop content that will attract more followers. Content will include program-related information, event-related information, filler content, and photographs. The mission and objective of the social media content is to diversify the Human Services Department and to reach more followers.

Commissioners were given an opportunity to make comments. Suggested additions included adding a hyperlink to Scottsdale.gov that will connect to the Facebook page; adding a hyperlink to the Scottsdale Cares page; and including content, highlighting community partners and sponsors. Mr. Boyd suggested scheduling a meeting with the marketing team for Commissioners to discuss their ideas.

Greg Bestgen, Human Services Director, announced that Mr. Boyd is heading up a Human Services poster campaign. In addition, with the help of Councilwoman Klapp, a series of 30-minute videos is being produced for City Cable 11.
Vice-Chair Brown mentioned that residents who use the Direct TV service do not receive City Cable 11 content. Director Bestgen will to contact the person who works with the utility companies to inquire about the network situation.

7. Staff and Commission Updates

Sue Oh, Human Services Specialist, gave an update on the Back to School Event. Her presentation included statistical data for the event and a listing of event sponsors. She noted that $175 worth of items was given to each student for a total value of $179,375.

Eugenio Munoz-Villafane, Manager, said that Vista del Camino’s services are fully funded for the year and available for eligible residents.

Deanna Zuppan, Operations Supervisor, gave an update on Adapted Services summer programs. She announced that the Adapted Recreation Flag Football team was selected to represent the State of Arizona at the Special Olympics in Seattle in July and came in fourth place in the nation in their category. The Scottsdale Police Department partners with the team and raised over $10,000 for their entrance fees and travel expenses. Funds were distributed to the team through a grant from the Thunderbirds. Adapted Recreation is collaborating with Civic Center Library to launch an inclusive book club, focused on life skills.

Joanne Meierdirks, Human Services Manager, announced that the Family Resource Center has finalized an agreement with First Things First. She talked about a program coordinated with the Parks and Recreation department focused on helping children learn to swim and offering swim classes to parents. Director Bestgen noted that Partners for Paiute donated swimsuits for the moms who were taking swim classes.

Director Bestgen said that as part of the Paiute master plan project, a professionally facilitated conversation was held, including Paiute agencies and staff, to discuss how the needs of the community could change over the next five to ten years with the demographic evolution anticipated in the neighborhood. Commissioner Hubbard commented that they had a productive conversation; she hopes to stay involved in the process.

Ms. Meierdirks said that Paiute is striving to be the “third place” that residents need to feel comfortable. Their goal is to create an environment of community engagement. Director Bestgen noted that Planning and Development is working on a neighborhood plan for the Paiute area.

Mr. Boyd highlighted accomplishments of the CDBG program for the FY 2017/18 and FY2018/19 funding seasons. He said that CDBG recently concluded an AC replacement on six units on Paiute campus. The Consolidated Annual Performance Evaluation Report (CAPER) is in the process of being completed.

8. Adjournment

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 6:00 p.m.

AYES: Chair Eng, Vice-chair Brown, Commissioners Hubbard and Portnoy
NAYS: None

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