



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved COMMUNITY DEVELOPMENT DIVISION CONFERENCE COMMITTEE

Monday, March 17, 2014

5:00 PM

Madison Water Utility
119 E. Olin Avenue

NOTICE OF AGENCY PRESENTATIONS

CALL TO ORDER / ROLL CALL

Staff Present: Jim O'Keefe, Laura Noel, Monica Host, Lorri Wendorf-Corrigan, Mary O'Donnell, Nancy Saiz, Mike Miller, Lisa Strub, Sue Wallinger, Jennifer Stoiber

James O'Keefe, Community Development Division Director, called the meeting to order at 5:05 pm.

Present: 5 -

Lauren Cnare; Denise DeMarb; Ben M. Van Pelt; Kim Genich and Felicitus Ferington

Absent: 1 -

Monya A. Choudhury

DISCLOSURES AND RECUSALS

None.

PRESENTATIONS

1. [33441](#) Elect a Chair

A motion was made by Lauren Cnare, seconded by Ben Van Pelt, to nominate Kim Genich for the position of chair. Motion passed by voice vote.

2. [33425](#) 2014 Spring Emerging Opportunities Program Applicant Presentations

Attachments: [2014 Spring EOP Presentations.pdf](#)
[Rachel Kincade Written Material.pdf](#)

Kim Genich welcomed the agencies, and discussed the guidelines for speaking. Every agency is given three minutes to speak and two minutes for questions. He asked that the presenters give the committee information that isn't on the applications, respond to the staff reviews or highlight important information.

1. Allen Barkoff is an Occupy Madison Board member. Their application is asking for bus passes and services that the planning department and police department say we need. Bus passes are essential for homeless individuals to get to the workshop, so they can earn a "tiny house". Based on the current

usage, we will need 1300 bus passes. We are also asking for funding for a case manager.

2. Dan Guerra from Health South Madison Project discussed the hospitalization rates in Madison. South Madison has four times more hospitalizations as the rest of the city. This project will combat chronic illness, provide Affordable Care Act education, and educate the public on how to correctly use the health care system. The health of this project is totally reliant on engaging the community. The budget in the application does not really fit the type of program we are proposing. There are some academic costs associated with this project.

3. James Lloyd from 100state discussed the summer entrepreneurship program for youth. The entrepreneur camp can empower and motivate kids in a meaningful way that don't usually experience success or support from those around them. They plan to advertise with those organizations that are currently motivating youth, and will have an open enrollment.

4. Peng Her presented on the Hmong Language and Culture Program. He thanked staff for their recommendation and the committee for their hard work. The program is to provide linguistic and cultural learning for the purpose of building student success. It is a grassroots initiative of Hmong parents who were meeting to discuss the challenges of their students and to develop a program that would really support their children.

5. Jim Shaver and Nicole Shultz discussed the proposal from Independent Living for rent assistance. They addressed the staff concern that this is not a unique way of approaching the need. There are not a lot of unique ways helping people with their rent other than giving them the money. They need to hire a case manager to help people with their issues now and in the future. They partner with United Way and Community Action Coalition, but have not received any funds from United Way for many years. Seniors do not often qualify for the CAC funding. There is a large increase in seniors who are outliving their money and are facing income shortage. One example in one of their communities, 33 out of 65 people make less than \$24,000/year.

6. Richard Scott, the Artistic Director from KOJO Productions reported that they received their 501c3 status in September of 2012. Mr. Scott is a retired counselor with MMSD, and is concerned with student underachievement. His work is collaborative with many community organizations. The goal is to interrupt the pipeline from school to prison. The program is 37 weeks, and they meet on Saturdays. He works with approximately 40 kids in each session.

7. Anders Zanichkowsky from Tenant Resource Center addressed the concerns listed on the staff review. He feels this is a totally new way to do outreach and is designed to allow growth. People in a group with similar problem will bring their own innovations. Other groups and organizations are asking them to come in and do presentations. They would like to do this, as well as form more collaborations, but they just don't have the time. Their paid staff is very small. They rely on volunteers.

8. Phillip Hassett discussed the Southwest Madison Community Organizers proposal. This has been a grassroots organization for several years, and they

are beginning the process to file as a 501c3. They would like to hire local residents to survey four neighborhoods to get a statistically valid sample. The results will be useful to a wide range of agencies including the City, and be the basis of ongoing community efforts. If they are offered \$10,000, as suggested in the staff recommendations, they may need to get less surveys, use other means to get information, or look for other funding.

9. Lisa Bell from Madison Dental Initiatives discussed her program for providing dental care for homeless and high risk children and adults. They are all volunteer health professionals, and 65% of their clients are City of Madison residents. They are working with, and members of the Oral Health Coalition of Dane County, and are developing a shared database. The increase in dental professionals is not too ambitious, as staff comments suggest. They provide care at the Salvation Army Homeless Shelter. They are a four chair comprehensive clinic. There was a 23% increase in elderly patients in 2013 over 2012.

10. Joyce Outlaw, Yolanda Kennedy and Paul Terranova from the Lussier Community Education Center discussed the GEMS group. Ms. Outlaw discussed how she felt working with GEMS. Ms. Kennedy gave examples of what GEMS is doing, entrepreneurship, tenant issues, murals, etc. She works on the entrepreneurship issue. The program puts people on the path to success, and educates people on the processes needed to build their enterprises.

11. Jan Miyasaki thanked the committee for supporting the Still I Rise proposal from ARC. She described the program and who they would be trying to help. The program is held at the Urban League. The completion rate when they ran the program before was about 9 out of 12 participants.

roll call

Denise DeMarb left at 6:30 pm.

Present: 4 -

Lauren Cnare; Ben M. Van Pelt; Kim Genich and Felicitus Ferington

Absent: 2 -

Denise DeMarb and Monya A. Choudhury

[33425](#)

2014 Spring Emerging Opportunities Program Applicant Presentations

Attachments: [2014 Spring EOP Presentations.pdf](#)
[Rachel Kincade Written Material.pdf](#)

12. Rachel Kincade presented for Zion City International Church Ministries Inc/Community Outreach Center/Breaking Barriers Mentoring (WI). From 2012 to 2013 third graders at Leopold Elementary dropped their reading scores from 58.5% to 28.7%. Futures will take a new approach to address this problem. Students receive one-on-one tutoring, mentoring, critical thinking and leadership skills. It will also encourage parent involvement. Ms. Kincade shared specific aspects of the program, and how they intend to secure funding. The kids they serve are heading toward prison, dropping out, or juvenile detention centers. We need to get to them now. If they are not fully funded, they will find a way to make the program work.

13. Bill Lauer discussed the Friends of Recovery program. They opened their first house in 2000, and provide 60 sober beds.

14. Coach Assad presented for the Black Male Collaborative program wanting to reach more kids. They are developing a larger vision than what they are doing in the neighborhoods. The proposal will allow for planning, setting up and organizing, developing an action plan, and getting youth involved. This takes the programs in individual neighborhoods to a larger scale, so youth can stay connected wherever they live.

15. Karen Collier from Centro Hispano thanked the staff for recommending funding. Their focus is on families at Centro. They have 10 families that are ready to go with this program.

16. Will Green discussed the Mentoring Positives Program that gives youth a sense of ownership and pride in their community. It was not recommended for funding because the budget was too high for serving only 8-10 kids. The kids they work with are extremely high risk kids. The budget is staff intensive because it is critical to get the right people in front of these kids, not just anyone. This will give the youth a jump-start. The one-time consultant fee would help to staff. He discussed the qualifications of the people they get in front of the kids, which would primarily be people in the juvenile justice system.

17. Jeanne Erickson from Today Not Tomorrow informed the committee that their organization is a 501c3 even though the application says they are not. She outlined the highlights of the proposal. They provide outreach to sheltered, near-sheltered and homeless families. She just found out that the permanent shelter that was supposed to open on June 1, will not open until November 1.

18. Dr. Valerie Henderson discussed the Sankofa Behavioral and Community Health proposal. She discussed the differences in incarcerated African American women as compared to other groups. After women get out of prison they are less likely to find housing, employment, social services, etc. Their approach is multi-tiered and designed to reduce recidivism.

19. Lauri Schwartz, the director of the Madison Starlings Volleyball Club. One of the kids described her positive experience in the club, and how it has helped her become a leader. A parent and grandparent shared the wonderful experience their children have had with the Starlings. They all recognized that it may not be a critical need in the community, but they are helping many kids.

3. [33427](#)

Discuss and Recommend Applications for Funding

Attachments: [_2014 Spring EOP AZ.pdf](#)
[_2014 Spring EOP H L.pdf](#)
[_2014 Spring EOP staff rec.pdf](#)

Kim Genich asked if the committee members wanted to discuss funding tonight or wait until they hear all of the presentations on Wednesday. All members agreed to wait to discuss funding until Wednesday.

The members discussed putting a cap on the meeting time, in an effort to focus discussion and keep on task. It was not decided if the cap would be 7:00 or 8:00.

Lauren Cnare suggested coming up with a system for how they would make decisions. Perhaps everyone should identify their top 5 proposals. They discussed everyone coming up with an idea on how they would award the \$100,000. There will inevitably be overlaps. Chose those programs, then discuss which programs to award the rest to.

Jim O'Keefe described how the staff came up with the recommendations. Some programs were not recommended for funding only because there was not enough money. Staff looked at geographic service areas, service population and type of programs in an effort to strike a balance.

Laura Noel reported that the staff costs for running the funding process, reviewing proposals and contracting with the chosen agencies is approximately \$40,000. This does not include contract monitoring after the contract is signed.

Ben Van Pelt relayed that in the last EOP funding process, the committee moved staff recommendation approval, then amended it from there, adding and deleting programs.

ADJOURNMENT

A motion was made by Lauren Cnare, seconded by Ben Van Pelt to adjourn at 7:54.

For more information on the 2014 Spring Emerging Opportunities Program Funding Process, including submitted applications, please visit the Community Development Division Funding Opportunities website.

<http://www.cityofmadison.com/dpced/communitydevelopment/funding/merging-opportunities-program/152/>