



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Draft COMMUNITY DEVELOPMENT DIVISION CONFERENCE COMMITTEE

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Thursday, October 22, 2015

5:00 PM

Madison Water Utility  
119 E. Olin Ave

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### NOTICE OF AGENCY PRESENTATIONS

#### CALL TO ORDER / ROLL CALL

**Staff Present:** Jim O'Keefe, Laura Noel, Susan Morrison, Lorri Wendorf-Corrigan, Cheryl Tolley, Nancy Saiz, Mike Miller.

**Ben Van Pelt called the meeting to order at 5:03.**

**Present:** 5 - Amanda Hall; Daniel A. O'Callaghan; Ben M. Van Pelt; Kim Genich and Felicitus Ferington

**Absent:** 1 - Matthew J. Phair

#### APPROVAL OF MINUTES

A motion was made by Kim Genich, seconded by Dan O'Callaghan to approve the minutes from the August 11, 2015 meeting. Motion passed by voice vote.

#### PUBLIC COMMENT

None

#### DISCLOSURES AND RECUSALS

None

#### DISCUSSION ITEMS

1. [40373](#) 2015 Fall Emerging Opportunities Program Applicant Presentations

**Attachments:** [EATA Handouts.pdf](#)  
[CRC Handouts.pdf](#)

1. Dr. Floyd Rose from Science and Math for Everyone stated that their program will provide an opportunity for families to be supported by other means than employment. It puts individuals into a small business activity, like cutting grass, painting, snow removal, etc. African Americans in this community are 25% unemployed. We need to provide an avenue to self-employment, so they can feed their families.

2. Joe Loehnis from First Tee reported that their program focuses on gaps in

achievement for kids. They opened the program at Vitense Golf, and it focuses on social/emotional skills. They served 166 kids last year. Teachers reported greater engagement, responsibility, etc. in kids that went through the program. They would like to partner with more and more youth programs every year. Their tutoring program is a 3:1 student/teacher ratio.

3. Alexis London, Sue Vans, and Daisy presented from Bayview. They discussed Bayview's background. They have always offered consistent programs for youth, but have not for seniors. She discussed the proposed senior program, and reported that seniors were involved in the planning. Daisy discussed her excitement in this program. Seniors can be left out and alone.

4. Kathy Kamp from Wisconsin Partnership in Housing Development and Ellen Barnards gave the background of WPHD. It will engage in outreach and training to minority and low income populations about what is available for home ownership. They do assessments of the household, one-on-one coaching, and mentoring a classroom work. They want to make home-ownership an option for those that think it is not an option.

5. Veronica Lazo from Unidos is working with other organizations that have crisis lines to make Spanish lines available 24-7. They have also tested the current crisis lines that must use an interpreter service to communicate, and all of them have failed to help. UNIDOS is not attempting to duplicate services, just enhance them through collaboration.

6. Josh Miller, The Bridge, and Principal Sloan from Leopold discussed Open School House, which is the only community center in the Leopold area. They have partnered with more than 15 non-profits and government agencies. MMSD announced the Community School Initiatives. Open School House typically has 60-100 families attend the activities.

7. Jenna Collins from Refreshing Word Ministries targets the Latino community. It will allow people to clean up their credit, and identify what their allowable asset needs are. It also matches the funding.

8. Kevyn Radcliffe from Construction Training Inc. would like to put women and ethnic minorities in family supporting careers. She discussed her experience working in the trades. There are gender and racial and ethnic disparities in the construction workplace. They want to reach out to contractors and let them know what resources are available to address cultural competency.

9. Jackie Hunt from Nehemiah discussed the staff review, specifically those things listed as weaknesses. She listed the collaborations and partnerships they are putting together, and have worked with. The work has already started. They have raised just about \$500,000 for the Justified Anger program. They would like to begin their work in Meadowood, as well as, Theresa Terrace, Bettys Lane, Park Ridge/Park Edge neighborhood.

10. Karen Reece and Shaw Evans from Urban Community Arts Network discussed the background of UCAN. They have been around since 2010,

focusing on urban arts, mostly through hip hop. The primary goal is to teach youth and adults how to capitalize on the hip hop culture. Hip hop is huge with ages 16-25. They work with other youth services organizations. Last year they had a successful program in Blackhawk Middle School.

11. Claude Gilmore and Rose from Kennedy Heights Community Center would like to increase the participation of the Southeast Asian community in the neighborhood center. It is important to have someone on staff that understands the culture and speaks the language. They need to increase the hours that Rose works, and would like to expand services to the Cambodian, Laotian, and Thai populations. They need to reach out to those families, and get them to join, as they are very isolated.

12. Todd Winstrom from Lutheran Social Services is asking for seed money to provide services that will benefit the City. They will provide meaningful job opportunities for people with serious mental illness, are stable, and want to get out of poverty. The peer counselors will have the ability to reach those homeless individuals with mental illness who have previously resisted services.

13. Dean Loumis for Housing Initiatives Inc discussed the housing first model, which has been around for 20 years. It provides housing first to those that are chronically homeless, then hooks the person up with services they need. They have a 95% success rate with providing housing to the chronically homeless. This position will help keep them in housing. This is one-time funding to get this position started.

14. Richard Davis from African Americans of Tomorrow discussed the program he proposed and the need for low income people to have access to drivers licenses. It can help reduce the racial disparities in Madison, and help those that have never obtained a license, get one.

15. Nancy Baumgardner from Good Neighbors Personal Essentials Pantry discussed the program and the importance of personal hygiene. They help people stretch their budgets for items that are not subsidized. They are located in the Leopold neighborhood, and have 415 families registered with their program.

16. Katy Farrens with the Allied Brotherhood Youth Group, along with three young men from West and Memorial, discussed their program. They are a youth group, which is lead by the youth. The funding will help them address the racial inequities in the community, and work to find solutions to the problem. They recently presented at the YWCA conference. They researched the question of why there are not more African American teachers in the Madison School District.

17. Jennifer Weber from Wisconsin Youth Company-Theresa Terrace Neighborhood Center, along with Annette Jackson and her daughter, Yasmina discussed the importance of involving middle school youth in the program. They are turning kids away that are older than the current K-5 programs serve. The center really needs a girls group and other programs that involve middle schoolers. Yasmina talked about how she and her friends really want a group

to participate in.

18. Karen Gallagher from Boys and Girls Club shared that they recently moved the administrative offices out of the center, so they now have more space for health and wellness programs.. They have created a fitness room with fitness equipment and space for fitness classes. They want to integrate the fitness classes with nutrition and wellness programs, as well as health assessments. They would like to have weekend and evening classes.

19. Stephanie Moreno from Latino Children and Families Council discussed what the LCFC is, which is a collaboration of Latino service providers. They will identify a community liason to tell people about the workshops they will put on called Platicas. The stipend is for this community liason.

20. Jeanne Erickson from Today Not Tomorrow related the philosophy of TNT, which is to go where the people are, don't make them come to you. They are building on other programs the City has funded in the past. The community tells them what they need, and they figure out how to provide it. Leadership comes from the community.

21. Darla Lanard from Outreach discussed the program she and Ginger Baier developed a year ago to work with homeless transgendered individuals. It is difficult for the transgendered homeless to receive services, as they are often asked to leave the shelter or cross dress to a different gender in order to stay. They would like to end homelessness in the LGBTQ community. They are developing a mentorship program.

AMANDA HALL LEFT AT 8:00 PM.

22. Julie and Tier Matthews from Employment and Training Association discussed Tier's experience with the EATA program. He is now a sterile tech at UW hospital, and loves it.

23. Jose, the senior regional director or WI, and Joanna Cervantes, regional director for Madison, are from Hispanic Chamber of Commerce. They provide a holistic approach to allow Hispanic individuals to achieve upward mobility. Their program is focused on poverty solutions, not business development. Individuals set their own goals, and Hispanic Chamber of Commerce provide the resources to achieve those goals.

24. Karen Herro from Cornucopia Inc discussed how Cornucopia helped her in her own mental health recovery. There needs to be an avenue for funneling people who are discharged into Cornucopia peer support.

25. Peng Herr from Center for Resilient Cities discussed how the HLCEP program came about. They are a high quality program for a nominal price. They do require a fee because they want buy-in from the parents. Students do much better achedmically if they are well grounded in their own culture at home.

26. Kristin Brock-Petroshius and Ali Muldrow with GSAFE discussed their program which pairs LGBTQ youth of color with LGBTQ adults. A majority of

the students are living in poverty. They serve youth from all across the city and work specifically on leadership development. There is a high need for this very innovative program.

27. Alice Howard from the Allied Dunn's Marsh Neighborhood Association believes that the Boys and Girls Club on Allieed is not a neighborhood center. It is a place for boys and girls to have activities and eat, and is not appropriate for adults to be there. The ADMNA needs a place to work and meet. They need a resource center to do computer training for adults. Cassandra Sanke from Allied Community Coop added that they are ready to partner for the space buty ADMNA needs money to contribute.

28. Eric Howland and Belinda Richardson from Breaking Barriers Mentoring Inc gave an update on the program. They started working with a second branch of UW Extension. They want to become the first urban 4-H group. They are now doing strategic planning on tis. They are working to get a location on Gilman Street for the program. They do have transportation for youth that have to take two or more bus transfers.

2. [40374](#) Discuss and Recommend Applications for Funding

**Attachments:** [2015 Fall EOP Application List.pdf](#)  
[EOP Funding History.pdf](#)

The committee will discuss and recommend applications for funding at the next meeting.

#### ADJOURNMENT

A motion was made by Kim Genich, seconded by Fay Ferington to adjourn at 8:50 pm. Motion passed by voice vote.

**For more information on the Fall 2015 Emerging Opportunities Program Funding Process, including submitted applications, please visit the Community Development Division Funding Opportunities website.**

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