



City of Madison

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

Meeting Minutes - Approved COMMUNITY DEVELOPMENT DIVISION CONFERENCE COMMITTEE

Wednesday, March 19, 2014

5:00 PM

Madison Water Utility
119 E. Olin Avenue

NOTICE OF AGENCY PRESENTATIONS

CALL TO ORDER / ROLL CALL

Also Present: Matt Phair

Staff Present: Jim O'Keefe, Laura Noel, Mary O'Donnell, Lisa Strub, Nancy Saiz, Sue Wallinger, Lorri Wendorf-Corrigan

Kim Genich called the meeting to order at 5:00pm.

Present: 5 -

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

Absent: 1 -

Monya A. Choudhury

APPROVAL OF MINUTES

A motion was made by Lauren Cnare, seconded by Ben Van Pelt to approve the minutes from March 17, 2014. Motion passed by voice vote.

DISCLOSURES AND RECUSALS

None.

PRESENTATIONS

1. [33425](#) 2014 Spring Emerging Opportunities Program Applicant Presentations

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

Carol Rubin, the president of MOSES, Zion City International Ministries expressed her appreciation that the staff scored their proposal so high. Emmanuel Scarborough discussed the goal of the project and the population they serve. Their goal is to reduce prisoner recidivism. They address the holistic needs of the individuals and create a trustworthy community. If only given the staff recommended \$6,000, they may be able to run a program. They have gotten another smaller grant, but appealed to the committee to fully fund their proposal.

Ryan Singh and Meg Miller represented Center for Families. They felt that one

of the reasons they were not recommended for funding is because they already get money from the City and their need is not emerging. The Community Action Board is very important to their organization, and is the basis of how Center for Families is moving forward. The funding would help pay transportation costs, stipends, child care and food costs. This board will be a whole new level of consumer input.

Rich Henderson from Nehemiah thanked the committee for their consideration. Re-entry of ex-offenders is not an emerging issue, but it is an exploding issue. Emergency and temporary housing for those coming back is important, as well as, mentoring and coaching groups. This wrap around approach is done in a culturally relevant manner. Many of the coaches are ex-offenders. The funding would be used to add hours to the current staff and hire new mentors.

Jon Danforth is the executive director of Employment and Training Association. They work with the W2 and Food Share population on job training, job placement and maintaining employment. They also work with employers to determine their needs and provide workers and build the skills they need to maintain employment, and move up from entry level positions. They provide on-site day to day job coaching for barriered adults. They need matching funds to go along with the Dane County funds they are eligible for.

Kate Howard spoke for the Brentwood Community Coalition. The apartment units in Brentwood have gone through transition from elderly residents to low income residents with children. They want to increase access to employment and support parents and caregivers in caring for the children in the neighborhood. They are in a partnership with the school district and Madison College. Jolatifa Jo Meyers piloted this program at the Boys and Girls Club, and had a lot of success. 25 families participated and 23 completed the course. She believes this program is a good fit for Brentwood. She will teach the state curriculum for assistant teaching in child care centers. Participants will come out of the course with the teacher's certificate necessary to become an assistant teacher in child care centers.

2. [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](#)

Denise DeMarb suggested starting off with a discussion on why everyone is here today and what are the driving forces. Lauren Cnare said that we have great funding cycles, but we have emerging needs in the community, and we do not have a good way to address them in our regular funding process. This program is a way to identify new ideas and new needs. The money is a "seed grant", not something we will fund again and again. Jim O'Keefe added that the Council is also looking for a way to fund smaller, new organizations that do not have access to our regular funding process. Laura Noel pointed out on the staff reviews, if an organization has received funding from the City, they scored a zero, if they are really new and not really formed, they scored a five, but if they are new, but the foundation seems promising, they scored a ten.

The committee discussed what the EOP is all about and what kinds of things they should be funding. Lauren suggested they look in the future for

organizational development grants. Those types of proposals are asking us to help their organization grow, not direct services. Jim O'Keefe suggested the committee think about a way to be more targeted or more selective in the future, as this is an inefficient way to distribute the money. Laura Noel pointed out that we are getting more health initiative programs, and that is really not Community Development's purview. Staff did the best to evaluate them, but they seem to be more in Public Health's domain.

A motion was made by Lauren Cnare, seconded by Ben Van Pelt to approve staff recommendations.

Denise DeMarb opened discussion with the Black Male Collaborative proposal. She felt the program was needed, but did not think it should be funded at this time. It did not seem to fit the intent of the Emerging Opportunities Program.

A motion was made by Denise DeMarb, seconded by Fay Ferington, to propose and amendment to delete funding for Black Male Collaborative, as many programs scored higher in the staff reviews.

Laura Noel discussed the staff recommendations and how they came to the decisions they did. Staff discussed the types of programs all together, and chose the best out of each category. They considered what the highest priority might be. The high priority programs were those that scored high, were needed in a particular area, and were new and/or innovative. Some proposals scored high, like Employment and Training Association and Urban League, but we would like to see them in the community resources funding process because we can more fully consider funding their needs. Staff considered service area, type of service, demographics and can we give enough to make it successful.

The committee discussed the plusses and minuses of funding community organizing programs.

A friendly amendment was suggested by Ben Van Pelt and accepted by everyone to reduce Black Male Collaborative funding from \$10,000 to \$8,000.

Motion passed by voice vote.

A motion was made by Lauren Cnare, seconded by Ben Van Pelt to amend the staff recommended amount for Southwest Madison Community Organizers Inc from \$10,000 to \$9,000. Motion passed by voice vote.

A motion was made by Ben Van Pelt, seconded by Lauren Cnare to amend the staff recommended amount for Wisconsin Wommen's Business Initiative Corp from \$10,000 to \$9,000. Motion passed by voice vote.

A motion was made by Ben Van Pelt, seconded by Lauren Cnare to amend the staff recommended amount for Friends of Recovery from \$24,000 to \$23,000. Motion passed by voice vote.

A motion was made by Denise DeMarb, seconded by Ben Van Pelt to amend the staff recommendations to include funding of \$5,000 to Brentwood Community Coalition. Motion passed by voice vote.

Matt Phair thanked staff for their work and feels the Emerging Opportunities Program is important and wants it to continue.

The original motion to accept staff recommendations as amended passed by voice vote.

Laura Noel told the committee that staff will send a survey to get their feedback on the process. Denise DeMarb would like to know the results of the survey and would like staff to share their thoughts with the those alders that may be interested.

ADJOURNMENT

A motion was made by Lauren Cnare, seconded by Ben Van Pelt to adjourn at 7:25 pm. Motion passed by voice vote.