



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Draft COMMUNITY DEVELOPMENT DIVISION CONFERENCE COMMITTEE

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Thursday, March 30, 2017

5:00 PM

Goodman Maintenance Facility  
1402 Wingra Creek Pkwy

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### NOTICE OF AGENCY PRESENTATIONS

#### CALL TO ORDER / ROLL CALL

Staff Present: Jim O'Keefe, Laura Noel, Nancy Saiz, Susan Morrison, Cheryl Tolley, Jennifer Stoiber

Alder Shiva Bidar-Sielaff was also present at the table.

Ben Van Pelt called the meeting to order at 5:10 pm.

**Present:** 4 - Matthew J. Phair; Ben M. Van Pelt; Kim Genich and Bridget D. Rogers

**Absent:** 2 - Amanda Hall and Ricky Hunt

#### APPROVAL OF MINUTES

A motion was made by Matt Phair, seconded by Bridget Rogers to approve the minutes from May 16, 2016. Motion passed by voice vote.

#### DISCLOSURES AND RECUSALS

Matt Phair disclosed that he is on the Board of Mellowhood and Carts for Community, and will recuse himself from discussion and voting on those two applications.

#### NEW BUSINESS

1. [46454](#) 2017 Emerging Opportunities Program Applicant Presentations

Jim O'Keefe welcomed the presenters and introduced the EOP process. He also had a note to all applicants. The review team recommendations went out with a High/Low indicator on the proposals. This does not indicate the value of the proposal, it was simply a label for reviewing the proposals.

Ben laid out the rules for the presentations. He will call out the names of the person listed next to present. Presentations may last 3 minutes. Laura Noel will wave her hand when there is 30 seconds left. There will roughly be 2 minutes for questions.

Jeanne Erickson-Today Not Tomorrow: Jeanne addressed the geographic area staff indicated Project Babies serves as City wide. She believes her proposal

looks at specific areas of the City-Brentwood, Theresa Terrace, and the homeless community. She described Play and Grow and the Family Resource Center. TNT is the only organization that works the way they do for infants and toddlers. This project will be done regardless of funding.

Jenny Buechner-Deaf Unity Inc: They are the only statewide agency that serves domestic violence and sexual assault within the deaf community. They want to provide training not only for law enforcement, but also for the deaf community. Madison is a role model for the entire state. If this program can work here, we can take it to the rest of the state. We need to make sure we have enough materials to give the deaf community on how to communicate with law enforcement.

Alexis London and Angie Powell-Bayview Foundation: Alexis stated that their proposal is unusual because it deals with cockroaches and mice. Laura Noel stated that the CDA helped CDD staff by looking at this proposal. They said everyone does integrated pest management work, and it is not a new idea. Alexis countered that their current pest management company says they use IPM approach, but it is not a true IPM technique. Bayview is working with the IPM Institute of North America on piloting a true IPM program. Ms. Powell, a Bayview resident, described her experience with the pilot project.

Garrett Lee-Whoa!: Mr. Lee would like feedback from staff on why his program was not recommended for funding. He believes his program builds community in a unique and innovative way. In response to a question about what his program outcomes are, he said building community and empathy is a fuzzy thing to measure. Laura Noel gave feedback, and mentioned that the Community Building and Engagement RFP will be coming out later this year, perhaps this program is appropriate for that process.

Laura Green-Catholic Multicultural Center: They need to hire a legal assistant for their immigration legal services program. They are seeing more and more people who are fearful and need information. They just hired a new immigration attorney, who cannot handle the workload alone. EOP funding would be seed funding to get this position started. General Catholic Multicultural Center funds should be able to take over in the future.

Oscar Mireles-Omega School: The prime function of Omega School is getting people ready for the GED exam. This program will help thirty people to prepare for City employment. It is a one-time grant to create the infrastructure for this program. They did get a matching grant. If they got half the money they will still need to come up with the rest of the money to make it happen. The people in this program will be those that are ready to work, but just need some help with the City process.

Willa Schlecht and Sheree-Meadowood Neighborhood Association: The goal of their program is to collect data to identify what barriers to healthcare there are in the community. Sheree is the community health worker for Meadowood Neighborhood Assoc, and she pointed out this is a collaborative approach to serving the neighborhood.

Carol G and Emily Playcool-Families and Schools Together: This is an eight

week program working with families in school to strengthen the parent/child bond and family/school bond. This grant will help continue FAST at One City School.

Jody Bartnick-Community Coordinated Child Care (4C): Ms. Bartnick discussed the benefits of Play and Learn. They want to continue the program through 2017, despite the loss in funding from United Way. The need for child and parent support programs is great. She shared a story of a program participant.

Roxie Hentz-CEOs of Tomorrow: They teach social entrepreneurship to youth. This grant is for their summer program, which is a two week camp focusing on social disabilities. It applies a relevant and rigorous curriculum.

Hannah and Julie-River Food Pantry: They discussed childhood hunger, which their program is preventing. They distribute lunches to children in six neighborhoods on Saturdays, Sundays and non-school days. This grant would help them bring the service to more neighborhoods, the next being the Kennedy Heights neighborhood.

Kelly McCann-Summer REadling for Aspiring Scholars: Ms. McCann is a reading interventionist for MMSD. She wants to stop the loss of reading skills over the summer. She gave an example of a home visit. This is the fourth year of the program.

Nancy Flores and Mario Garcia Sierra-Voces de la Frontera: Immigrant and refugee communities are in crisis right now. They work with low wage immigrant and refugee workers to help them advocate for themselves. They make sure families know how to deal with immigration officials, and are a resource to come to if facing deportation. Through fundraising and this grant, they can hire a full time staff member.

Lisa Fiala and members of the After-school Collaborative-Red Caboose: The need for out-of-school time programs is growing. Teaching positions are often lower paid than other positions. The directors are not able to staff their programs, and have long waiting lists of children wanting to participate in programs. They are not able to meet the needs of children and staff. They discussed statistics in staff loss over the last two years.

Iker Oliver, Peter, Lucia, Joanna-Red Latina: We know there are 3000 non-english speaking people in the 53704 zip code alone in Madison. The Latino community does not know how to access resources and receive services. We are implementing an ESL class location at the fire department on the east side of Madison.

Denise Hanson, Zaria, Shaneece, Savannnah, Ashley-Denise M Hanson: I Am We gives school credit to students of color who need credit for high school graduation. Teachers of color are needed in Madison schools. High school seniors work with elementary school students in the classroom in whatever capacity the teacher feels is necessary. They provide mentoring for young people and have the opportunity to be the teacher they never had. It encourages the teens to consider a career as teachers. Zaria and Shaneece shared their experience with the program and what they got out of it as

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teachers. Savannah and her mother, Ashley, shared what a positive experience it was for Savannah.

Peng Her-Center for Resilient Cities: The past support for this program shows the community that the City is willing to support Hmong culture. 80% of the students receive assistance paying for the program. The program builds self-esteem and ability to communicate with family members, as well as builds proficiency in reading and math. It has become a holistic program out of necessity.

Seep Paliwal-Community Justice Inc: Seep described their program that helps homeless individuals respond to municipal tickets. Fines create obstacles to obtaining housing, employment, services, and sometimes result in jail time. Laura Noel asked about a inconsistency in their budget. The request was for \$25,000, but the line items only added up to \$23,500. Seep will look at it and get back to staff.

Lisa Dugdale and Haywood Simmon-Center for Community Stewardship: They described their program to strengthen organizations that are doing great work. They are seeking funding to offer free trainings and facilitation. Jim encouraged them to submit a proposal for the Community Building and Engagement RFP.

Cliff Davis, Justice Castaneda, and Caliph Muab' El- Darbo-Worthington Collaborative: They described each program in the collaborative and how they can help the Darbo-Worthington neighborhood. This collaboration will allow them to use the strength of each organization to strengthen relationships in the community. They are working with the UW on an evaluation process. They are currently talking about how they can work together. The proposals came in at \$39,000, but can you do it for \$25,000. Yes, we just may need to scale something back.

James Kilgore-Lazarus Liberation: They are a faith-based organization that works with people coming out of prison and their families. They want to cut down on the disparity and recidivism. They work with the clients to network with faith-based communities and to keep them out of prison. They are looking to the City to give a boost to address disparity and reduce recidivism.

Melissa Sorensen-The Salvation Army: The idea of diversion is to help people stay where they are instead of going into the shelter, as long as it is safe and they want to stay where they are. Last year they diverted 60 families for \$0 in funding. They want to buy gas or grocery cards to help families stay with those they have doubled up with. If they are able to increase their outcomes, it may help leverage federal funding. They can definitely collaborate with Tenant Resource Center.

Claude Gilmore-Kennedy Heights Community Center: They want to intensify the focus on kids' academics in their 8 week summer programs. They would like to modify their request to dedicate so many hours per week to work intensely on academics.

Brenda Konkel-Tenant Resource Center: The CoC requires in the coordinated

entry system a diversion program. TRC had no diversion program. The money we are requesting goes toward staff and a little toward resources. Diversion is cheaper than homelessness. There are other funding opportunities to keep the program going after they are created. This is funding to get it up and running.

Karen Menendez Coller and Mariella-Centro Hispano: This program is run by one case manager, Jorge, and he sees about 500-600 clients with very complex cases. There is an urgent need to get him some support right away. In this current political climate, there is a need to reduce client contacts with the legal system. Jorge is the only one who does that. A half time person could help decrease costs, and allow Jorge to help even more people.

Andrea Nelson, James Luellen, Monique-Bob Lynch Boxing Foundation: This boxing program at Elver Park brings kids that may not otherwise come to the community center. Boxing will reach high energy kids, and teach them self reliance, self-esteem and discipline. Boxing is an art, and is all about technique. This proposal is for a non-contact program. In answer to CDD staff, the program would be ok if it is decided that police officer, Justin, is not paid with the EOP funds.

Coach Assad-Mellowhood Foundation: He discussed Mellowhood's initiatives and what they do to lift up the neighborhood. Parents on the Premises reduced police calls by 40%. This is a true model of a way to address the community, and to stop people from having contact with the police.

2. [46455](#) Discuss and Recommend EOP Applications for 2017 Funding

This item has been tabled for the next meeting.

## ADJOURNMENT

A motion was made by Kim Genich, seconded by Matt Phair to adjourn at 9:20 pm. Motion passed by voice vote.