

Mendocino County Health & Human Services Agency Advisory Board
January 9, 2019 Meeting Minutes

ATTENDANCE:

BOARD MEMBERS – Voting Members		HHSA STAFF	
Neil Davis – Community Representative	P	Tammy Moss Chandler – HHSA Director	P
Camille Schraeder – Children’s System of Care	A	Acting Director Anne Molgaard – HHSA Chief Operations Officer	E
Carole Press – CHAIR - Community Health Representative	P	Mary Alice Willeford – HHSA Staff Representative	A
Jacque Williams – VICE CHAIR – 1 st District	P	Bekkie Emery – HHSA Assistant Director, Social Services	P
Jim Brown – Law Enforcement Representative	P	Jenine Miller – Assistant Director, BHRS	A
Karen Oslund – CHAIR ELECT - Community Representative	P	Barbara Howe – Assistant Director, Public Health	E
Megan Barber Allende – Community Representative	P	William Schurtz – Assistant Director, Administration	P
Patty Bruder – 3 rd District	A		
Lucresha Rentería – 4 th District – via video call	A		
Sandy O’Ferrall – Community Health Representative	P		
Sara O’Donnell – 5 th District	P		
Susan Baird Kanaan – 2 nd District	A		
Susan Wynd Novotny – Community Representative	A		
Todd Crabtree – Community Representative	E	Joy Beeler – HHSA Administrative Secretary – Recording Secretary	P
GUESTS			
Ashley Toxqui – HHSA Communications	P		

Attendance Key: P = Present, A = Absent, E = Excused Absence

A. Welcome and Introductions: Call to order and roll call (9:39 A.M.)

Chair Carole Press called the meeting to order and welcomed members of the Board, staff, and guests. Lucresha Renteria attended the meeting from Fort Bragg, via videoconference.

COMMITTEE MEMBER JIM O BROWN LEFT MEETING AT 10:55 A.M.
 COMMITTEE MEMBER NEIL DAVIS LEFT MEETING AT 11:00 A.M.

B. Public Comment: None

C. Consent Calendar (Action)

1. Approval of December 12, 2018 HHSA Advisory Board Meeting Minutes

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Upon Motion by Member Jim O Brown, seconded by Member Jacque Williams, and carried unanimously, the minutes were approved as presented.

D. Discussion and Action

1. Appointment of Officers

- a. Chairperson Nominee – Karen Oslund (Chairperson shall preside over meetings of the Agency Board, shall coordinate all activities and shall appoint appropriate sub-committees or ad-hoc committees)
- b. Chair-Elect Nominee – Patty Bruder (Chair-Elect shall assume the duties of the Chairperson in his or her absence)
- c. Vice-Chairperson - Carole Press (Vice-Chairperson shall assume the duties of the Chairperson in the absence of the Chair and Chair-Elect)

Upon motion by Member Jim O Brown, seconded by Member Megan Barber Allende, and carried unanimously, the slate of officers were approved as presented.

The meeting was turned over, at this time, to Chairperson Karen Oslund.

E. Agency Updates

1. Employment and Family Assistance Services (EFAS) Backlog

The committee discussed the current backlog crisis and steps that the Agency is taking to resolve. The Agency is working diligently on recruitment and training. See chart on Eligibility Specialist/Supervisor Wage History 2016-2018 (attached) that shows wage increases for the past two years. There is still a large gap in wages, the current MOU expires in June of 2019. The County has just finished the first recruitments at the higher wage and did see an increase in applicants. We are finding that the qualification tests and requirements are proving difficult to overcome because the testing doesn't accurately reflect the requirements of the job. The majority of good potential applicants fail. It was suggested to have a pre-workshop for potential job candidates, work closely with HR staff around qualifications and put together PR around the Agency's benefit package that includes weighted costs. It was determined to make EFAS Backlog a standing item on agendas going forward.

2. Agency Executive Team Review

Mendocino County HHSA directors Organizational Chart (attached) was reviewed.

3. Branding and Logo Development

Ashley Toxqui spoke about rebranding HHSA. In 2017 at the All Staff Training Day, employees were asked to provide input on what they would like to see in a logo and the top three suggestions were that the logo should be: warm and friendly, professional, modern and up to date.

Ashley unveiled the new HHSA logos. The blue lettering shows we are well established and strong. The heart because we have helping hearts and are the heart of the County. Lower case font to show we are approachable. Sans Script font to show we are not dated. Little space between letters to show we are close knit and work together. BHRS chose a butterfly to symbolize transformation, PH chose a happy jumping for joy icon to show that taking care of ourselves promotes happiness. SS chose hands to symbolize embrace, help and wrap-around services. The new logos will also go well with the existing Mendocino County logo.

4. Emergency Preparedness and Response

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HHSA Public Health/ Dr Pace are working with clinic partners, to prepare an “Emergency Continuity Plan”. Not only what happens during an emergency but how to be prepared for obstacles/challenges that arise during a disaster. Some of the things they are looking at are clinic locations, communications, and medical and mental health providers. A tool chest of resources for crisis situations.

F. Member Announcements

Karen Oslund invited all to a Toastmasters open house on January 25th at the NCO conference room. Toastmasters meets regularly at 6:45 A.M. on Fridays.

Jacque Williams was happy to report the Food Bank had met and exceeded their 2018 fundraising goal.

Carole Press reported the Dora Street MCHC Health Center is fully licensed and will be opening their doors.

Tammy asked anyone that is interested to attend the January 22 Board of Supervisors meeting as they look at approving a resolution for census planning.

G. Meeting Adjournment:

Chair Oslund adjourned the meeting at 11:05 A.M.

Future meetings to include:

Public Health accreditation

Joint meeting with BOS

The New HHSA Logo

A COLLABORATION BETWEEN
STAFF AND BRANDING PROFESSIONALS

Branding vs. Marketing

Marketing: Advertising, getting info out to public

Branding: Compiling who you are, what you do and who you want to reach and morph it into a logo, as well as a cohesive, calculated way of doing things. Determining WHAT you are overall trying to convey to your audience.

The 3 Rs of Branding

-A brand/logo must be **Recognizable**



-A brand/logo must elicit a calculated **Reaction**



-A brand/logo must be **Reflective**



Staff Feedback- All Staff 2017

“We want our logo to show that we are:

- *Warm, Friendly*
- **PROFESSIONAL**
- **Up to Date, MODERN**





MENDOCINO COUNTY



Health & Human Services Agency

Home Visiting Program

**public
health**

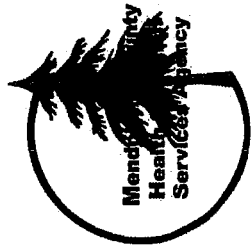
HHS of Mendocino County

**behavioral
health &
recovery services**

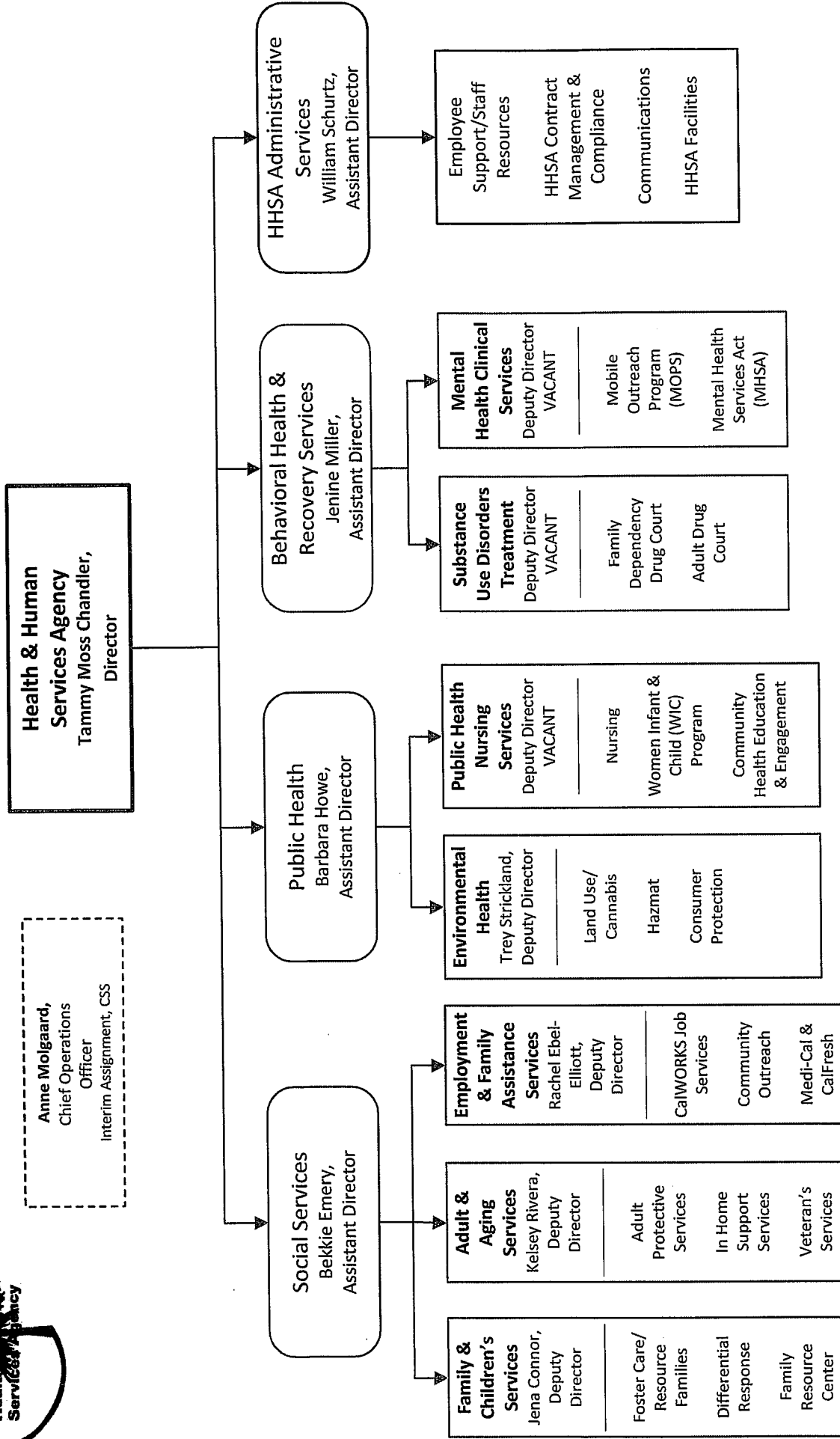
HHS of Mendocino County

**social
services**

HHS of Mendocino County



Mendocino County HHSA Directors Organizational Chart



Anne Molgaard,
Chief Operations Officer
Interim Assignment, CSS