COMMUNITY PROGRAMS COMMITTEE
November 17, 2010 Special Work Session
Approved Minutes

- **Call to Order**

  Chair/Vice Mayor Coonerty called the meeting to order at 11:37 a.m. in the Library Community Room at 224 Church Street.

  Committee Members:
  Present: Chair/Vice Mayor Coonerty; Councilmember Robinson; Councilmember Mathews
  Absent: None.
  Staff: T.Shull; P. Harmon
  Public: About 25 members of the public.

- **Public Comment on Items Not on the Agenda**

  There was no public comment on items not on the agenda.

- **Facilitated Discussion of Community Programs Committee Strategic Allocation Framework for Future Social Services Funding**

  Over the course of three hours, the Committee and public discussed proposals for funding allocation strategy, funding principles, funding parameters and a funding cycle and process with the aim of developing recommendations to be considered by the City Council at its November 23, 2010 meeting. Action was taken as follows and public comment was taken at intervals throughout the meeting and before the vote on each motion:

  Councilmember Robinson moved, seconded by Chair/Vice Mayor Coonerty, to adopt as revised the eight funding principles, as follows, and to direct staff to review them and ensure that consistent language is used throughout. The motion carried unanimously. The Committee emphasized that the principles represent a set of values that could pose conflicts with one another and that they were *not* to be used as a formal checklist in funding decisions.

  Adopted Funding Principles:
  1. **Align with the Strategic Framework**
     by funding only programs that directly address at least one of the Highlighted Results in the Strategic Framework. Programs addressing more than one Highlighted Result will be encouraged.

2. **Leverage Resources**
   by applying City funds to match Federal, State and private funds, and by broadening the range of funding sources.

3. **Move Toward Service Collaboration**
   by funding programs that reduce fragmentation and promote effectiveness of existing services through collaboration and coordination, making services more accessible and comprehensive.

4. **Promote Inclusion**
   by funding programs and activities that are responsive to, and reflective of, the needs of our diverse community.

5. **Build on Strengths and Build Capacity**
   by funding programs that identify and enhance existing community strengths and promote non-profit sustainability.

6. **Make a Systemic and Long-Term Difference**
   by funding programs that have a lasting positive impact for the City through approaches that emphasize prevention and early intervention and have measurable outcomes.

7. **Promote Stability in the Safety Net**
   by providing a stable source of funding to programs that meet the other principles and are able to show positive impacts through data-based evaluation.

8. **Maximize Impact for Residents of Santa Cruz**
   by funding programs that improve the quality of life for a large number of people either directly or indirectly.

Councilmember Mathews moved, seconded by Chair/Vice Mayor Coonerty, to consolidate all funds under the oversight of the Committee when making annual funding decisions, to include Community Programs General Fund, RDA, Red Cross and CDBG moneys and to allocate 5% each fiscal year from the Community Programs General Fund total for grant administration and evaluation but that the 5% should be deferred in the first fiscal year (FY 2012) with program evaluation costs to be absorbed by the General Fund. The motion carried unanimously. The Committee further clarified that the results represented the universe of possible results and that meeting a result is necessary, but not sufficient, to receive funding.

Councilmember Mathews moved, seconded by Chair/Vice Mayor Coonerty, that funding decisions will allocate significant (but not by formula) funds in each of the Strategic Framework Focus Areas. The motion carried unanimously.

Councilmember Mathews moved, seconded by Councilmember Robinson, to set funding parameters at: (1) a minimum grant of $7,500 which is currently about 0.75% of the Community Programs General Fund budget; (2) as a general principle, a preference for an advisory maximum grant of 25% of total funding for individual programs or 50% of total multi-agency programs, allowing for exceptions for extraordinary circumstances. The motion carried unanimously.

Councilmember Mathews moved, seconded by Councilmember Robinson, to adopt all 5 recommendations for funding cycle and process, as follows. The motion carried unanimously.

- **Two-year funding cycle (with second year renewal determined by City Budget) and open applications at the end of each cycle. The presumption will be that programs with positive evaluation results consistent with the Strategic Framework will be eligible for renewed funding.**

- **Funding distributed through a process that is clear and transparent**

- **Grant-making process that is open and competitive, while emphasizing stability and sustainability**

- **Funding awarded through a structured grant application and review process**

- **Agencies and collaborative programs receiving funding are expected to provide data to support evaluation relative to specific indicators as communicated in the grant application.**

Adjournment -- The Community Programs Committee adjourned at 2:41 p.m. from the meeting of November 17, 2010 to a meeting at a date and time to be determined.