



AGENDA
REGULAR MEETING
Commission on Homelessness
Monday, October 4, 2010 - 3:30 p.m. – 5:00 p.m.
251 South “A” Street, Oxnard, CA 93030
Conference Room B

A. ROLL CALL

B. APPROVAL OF MINUTES
September 13, 2010 Minutes

C. PUBLIC COMMENTS

A person may address the Commission only on matters within the subject matter jurisdiction of the Commission. The presiding officer shall limit public comments to three minutes. The Commission cannot enter into detailed discussion or take action on any item presented during public comments that is not on the agenda. Such item may only be referred to the Commission Secretary for administrative action or scheduled on a subsequent agenda for discussion.

D. STAFF REPORT

1. Introduction of guests
2. Introduction of Commission on Homelessness candidate:
 - a. Cassie Sorenson – Lighthouse Women and Children’s Mission
3. Director’s report: William E. Wilkins, Housing Director to provide an update on housing/homeless related issues
4. Continuum of Care Release of SuperNOFA: Will Reed
 - a. Details and submission deadlines.
5. HMIS/HEARTH Act update: Will Reed and Cathy Brudnicki

E. OLD BUSINESS

1. Review of Society of St. Vincent de Paul fund raiser: Commissioner Rivera
2. SB 2 Committee recommendations to Planning Department: Commissioner Collier

F. NEW BUSINESS

1. 2010-11 Emergency Winter Warming Shelter Update: Will Reed
2. Budget and Billboard Campaign: Commissioner Madrid and Will Reed
3. Letter in support of Many Mansions’ Project: Commissioner Gomez
 - a. 7 unit housing project for transition aged youth
4. Assessment of 2010 Strategic Planning Session

G. ADJOURNMENT

The next meeting of the Commission on Homelessness will be Monday, November 1, 2010, at 3:30 p.m. at the Oxnard Public Library, Conference Room B, 251 South A Street, Oxnard, CA, 93030.

Written materials relating to an item on this agenda that are distributed to the Commissioners within 72 hours before the item is to be considered at its regularly scheduled meeting will be made available for public inspection at 435 South D street during customary business hours.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in a meeting, please contact Will Reed at (805) 385-8044. Notification 72 hours prior to the meeting will

enable the City to make reasonable accommodations to assure accessibility to the meeting.



City of Oxnard's Commission on Homelessness Annual Retreat

Final Report

February 2010

Prepared by Karen Escalante-Dalton, Principal, KED Consultants



Introduction

This report summarizes the outcomes of the annual retreat of the City of Oxnard's Commission on Homelessness. The retreat took place on Saturday, February 6, 2010 and was hosted by Commissioner Lauterbach at the offices of Lauterbach and Associates, an architectural firm located in the El Rio area of Oxnard.

The goal of the retreat was to define the strategic direction of the Commission for the current year by developing specific goals and objectives to be attained in 2010, and by defining the Commissioners' roles and responsibilities in attaining them.

To that end, Karen Escalante-Dalton was retained as a consultant to facilitate the retreat, which consisted of plenary and break-out sessions as well as individual reflection. A detailed agenda for the retreat is attached.

The retreat was attended by the following Commissioners and staff:

Jennifer Gomez, Commissioner

Al Jones, Commissioner

Gwen Lauterbach, Commissioner

Alice Madrid, Commissioner

Kate Mills, Commissioner

Will Reed, Coordinator, Oxnard Homeless Program

Peggy Rivera, Commissioner

Marlene Torres, Commissioner

Bill Wilkins, Director, City of Oxnard Housing Department

Retreat Activity 1: Expectations for the Commission

To set the tone for the day, Commissioners engaged in an individual reflection exercise about the reasons and the way in which they became members on the City of Oxnard's Commission on Homelessness, as well as their hopes and expectations for the Commission and for the retreat. They then proceeded to share their thoughts among one another. Following are some of their expectations:

- To develop specific measurable goals and objectives for the Commission and assign specific tasks to members
- To build stronger relationships and establish trust among Commission members
- To become a more active body that enables community and key stakeholder participation, rather than a body that tries to take on all the work
- To take information on homelessness to the powers that be
- To become a body that gets tasks done in between monthly Commission meetings
- To be able to have a voice at the table on issues of homelessness
- To work together as a team daily, not just at monthly meetings
- To have a stronger presence on web-based social networking venues such as Facebook, Twitter, etc.
- To be accountable for what the Commission commits to doing

Activity 2: Defining Commissioners' Roles and Responsibilities

Next, participants engaged in a break-out session designed to gain a clearer understanding of their distinct roles and responsibilities as Commissioners. The following Commissioner "job description" was vetted and agreed upon by all participants:

Key Roles and Responsibilities:

- To make policy recommendations to key policy and decision makers
- To advocate for the provision of quality services for the homeless
- To be informed about the status of services for the homeless available in Oxnard and in Ventura County
- To make funding recommendations about homeless programs to the City Council
- To be aware of the needs of the homeless
- To foster collaboration among providers of homeless services and other key stakeholders
- To create awareness about homelessness in the City of Oxnard
- To create awareness about the Commission
- To facilitate the attainment of the City of Oxnard's 10-year Plan to End Homelessness

Key Tasks and Activities that Commissioners need to perform in order to fulfill their roles and responsibilities:

- To obtain a copy of and become familiar with the City's Plan to End Homelessness
- To attend/testify at City Council meetings regularly
- To attend/testify in front of other relevant decision-making bodies related to homeless services regularly
- To invite providers of homeless services and other key stakeholders to Commission monthly meetings and other events
- To build relationships with the homeless population
- To create/maintain a Frequently Asked Questions sheet
- To establish task forces on specific issues that include not only Commissioners, but outside stakeholders as well

Retreat Activity 3: Development and Prioritization of 2010 Goals for the Commission based on 5 Key Components of City Of Oxnard's Plan

To develop its Goals for the year, Commissioners reviewed the five key components of the City of Oxnard's 10-Year Plan to End Homelessness. Participants then identified the major problems associated with each component of the City's Plan and visualized what things would look like if such problems did not exist. These are in essence the Commission's overarching Goals. Commissioners were then asked to vote for the Goals on which they want to focus this year. Based on the number of votes received, the Commission will focus on the following: Transitional Housing, Shelter Beds and the Community Education Campaign. The table below summarizes the Goal selection process. * Note that the Goals for Transitional Housing and Shelter beds are the same.

Summary of Goal-Selection Process			
Step 1: Review Key Components of City's 10-Year Plan to End Homelessness	Step 2: Identify main problems associated with each component of the City's Plan	Step 3: State what things would look like if the main problem did not exist = Commission's Overarching Goals	Step 4: Vote to select 2010 Goals
1. Develop a Dedicated Revenue Generating Source	<ul style="list-style-type: none"> • Current funding streams are too restrictive • Decrease in available funds for homeless programs • Providers avoid collaboration because they fear losing their own funding 	There is an established trust fund to support homeless services	3
2. Transitional Housing	<ul style="list-style-type: none"> • NIMBY (not in my back yard) • BANANA (build absolutely nothing anywhere near anything) • Funding 	Zoning policies are in place that allow for the location of transitional housing programs where they are needed without special permits *	5
3. Shelter Beds	<ul style="list-style-type: none"> • No year-round emergency shelter • NIMBY • BANANA • Neighborhood safety issues 	Zoning policies are in place that allow for the location of emergency shelter programs where they are needed without special permits *	8
4. Community Education Campaign	<ul style="list-style-type: none"> • Not enough community awareness about homelessness • Not enough support/buy in from the community to solve the problem • Not enough political support to address the problem • No plan in place 	General public and policymakers are well informed about homelessness in Oxnard	7
5. Prevention Programs	<ul style="list-style-type: none"> • Currently insufficient programs for identifying people at risk of becoming homeless • No awareness of existing prevention programs 	<ul style="list-style-type: none"> • At-risk individuals can easily access user-friendly resources to avoid becoming homeless. • There are systems in place to identify those at-risk 	1

Retreat Activity 4: Development of 2010 Objectives for the Commission

Next, Commissioners worked in teams to flesh out their 2010 Goals, and to brainstorm on what they need to do to attain each Goal. These activities constitute the Commission's Objectives for the year 2010. Following is what they committed to:

Goal 1: In the City of Oxnard, zoning policies are in place that allow for the location of transitional housing programs and emergency shelters where they are needed without the need to obtain special permits.

Objective 1: Commissioners will advocate at the Planning Department for the adoption of a City Housing Element that includes zoning policies allowing for the location of homeless programs where they are needed.

Activity 1: To gain a better understanding about the Planning Commission's Housing Element, by February 8, Commissioner Gwen Lauterbach will request that Mark P. develop a list of key components/talking points regarding the Housing Element as it relates to homelessness to be presented to the Commission at their March meeting.

Activity 2: To learn about potential sites in Oxnard for the location of homeless programs, the Commission will identify, build a relationship, and recruit a local realtor to serve on the Commission by December, 2010.

Activity 3: To become informed about locations that have been identified by homeless service providers as potential sites for homeless programs and advocate on their behalf, the Commission will invite at least 2 community partners per month to participate in monthly Commission meetings (see Goal 2, Objective 3 below).

Activity 4: On a rotating basis, and beginning in March, all commissioners will attend and testify at all meetings of the Planning Department's Housing Element. Bill Wilkins will inform Commissioners about the dates and times for all upcoming Housing Element meetings. Commissioner Peggy Rivera will keep a roster with the dates of upcoming Housing Element meetings and the Commissioners who will attend them.

Goal 2: In the City of Oxnard, the general public and local policymakers are well informed about homelessness issues.

Objective 1: To establish a Speaker's Bureau for the Commission.

Activity 1: An ad-hoc committee made up by Commissioners Jennifer Gomez, Marlene Torres and Kate Miles, in consultation with Kathy B. will develop a one-page FAQ sheet and power point presentation that will be used as a tool by all Commission members to make presentations at community events in order to raise awareness about the homeless in Oxnard. The FAQ will be presented to the Commission for approval at its April 2010 meeting.

Activity 2: The Commissioners will identify a person or a committee that will be responsible for updating the FAQ sheet quarterly at the April 2010 meeting or sooner.

Activity 3: By December 2010, all Commissioners will have made a presentation utilizing the FAQ sheet on the Commission and its purpose at a minimum of three community events, including the May and November events. Commissioner Jennifer Gomez will identify potential events and will arrange for Commissioners to be included in agendas.

Objective 2: To increase the Commission's online visibility.

Activity 1: Will Reed will set up a Facebook account for the Commission and will share the account information with all Commissioners by the March 2010 meeting.

Activity 2: The Commission will identify a designee that will be responsible for soliciting and posting monthly updates for the Commission's Facebook account at the March 2010 meeting.

Activity 3: The City's website will be updated to include all Commission meeting dates and agendas by May 2010.

Activity 4: The Commission will identify a designee that will be responsible for soliciting monthly updates for the City website at the March meeting.

Objective 3: To increase awareness among community partners about the Commission.

Activity 1: Will Reed will invite two community partners to make a presentation at the March 2010 Commission meeting. Invitees might include St. Vincent de Paul, Light House, and the Rescue Mission.

Activity 2: By December 2010, the Commission will invite at least 2 community partners per month to make presentations at the Commission's monthly meetings. Commissioner Jennifer Gomez will help create a list of potential invitees and Will Reed will invite them and include them on the agenda.

Objective 4: To increase awareness among local policymakers about the Commission and about homeless issues.

Activity 1: Commissioners will become informed about the advocacy needs of the homeless by inviting at least 2 community partners per month to participate in monthly Commission meetings (see Objective 3 above).

Activity 2: By December 2010 and on a rotating basis, all Commissioners will have attended and advocated on behalf of the homeless' needs at no less than 25% of all City Council meetings. Commissioner Gwen Lauterbach will attend the February 23, 2010 City Council meeting and beginning in March 2010, Commissioner Peggy Rivera will keep a roster with the dates of upcoming city council meetings and the Commissioners who will attend them. Will Reed will notify Commissioners in advance about City Council meetings during which their presence is essential.

Objective 5: To develop and implement a media campaign to raise awareness about the Commission and about the Faces of the Homeless.

Activity1: A media campaign committee made up by Commissioners Al Jones, Gwen Lauterbach and Peggy Rivera along with community member Carolyn Hedgepath will begin holding bi-weekly meetings beginning on the first Monday of March 2010 to develop a year-long media plan for the Commission.

Activity 2: The media campaign committee will inquire and obtain information about how the Commission can partner with the existing "Faces of the Homeless" PSA campaign that has already created images and billboards, and will report back on its findings to the full Commission at its April 2010 meeting.

Activity 3 By June 2010, the media committee will present to the Commission a comprehensive media plan that will include radio, print, television and billboard strategies to raise awareness about the Commission and about the Faces of the Homeless.

Retreat Activity 5: Closing and Adjournment

Having identified the main goals and objectives for the year, Commissioners were asked to provide their final thoughts and reflections on the retreat, including what they learned, what they committed to doing and what their hope is for the Commission. Following are some of their closing thoughts:

What I learned...

- "How dedicated the Commission members are"
- "The importance of focusing on one year at a time"
- "The importance of working together"
- "The group is more committed than I thought"
- "The skills and contacts of the various Commissioners"

What I commit to doing...

- "To work harder to educate others about what the Commission does"
- "To attend all of the Commission's meetings"
- "To do the best I can to bring our Commission to light and make our public aware of our issue"
- "To be more informative towards the Commission"
- "To be open to all ideas and concerns"
- "To help develop the FAQ sheets and power point presentation"
- "To serve as a subcommittee chair of Shelter and Housing"
- "To work on media campaign (op-eds) and attend outside meetings"

What I hope for the Commission...

- "That we become a visible force in Oxnard"
- "That we be seen as a body that gets the job done"
- "That we complete 80% of the tasks assigned for 2010"
- "That we successfully complete our established goals"
- "That we accomplish our goals"
- "That we be recognized countywide"
- "That we gain citywide support"
- "That we remain focused on our objectives"



List of Attachments

- Meeting Agenda
- My Expectations
- My Roles and Responsibilities
- Questions to Consider When Developing Objectives
- Evaluation

Attachment 1
City of Oxnard
Homelessness Commission Retreat
Saturday February 6, 2020
Facilitated by Karen Escalante-Dalton, KED Consultants

Goal:	To define the strategic direction of the Commission for the year 2010
Objectives:	<ol style="list-style-type: none"> 1. Reaffirm the 5 main components of City of Oxnard’s Action Plan to End Homelessness 2. Identify goals and objectives for the year 2010 3. Define Commissioner’s roles and responsibilities in attaining 2010 objectives

Agenda

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|---|--------------|
| 1. Introduction | Will |
| 2. Ground Rules | Karen |
| 3. Expectations for the Commission (hand out for individual reflection) | All |
| 4. What is my “job description” as a Commissioner? (break out session) | All |
| 5. Review of the 5 key components of City Of Oxnard’s Action Plan to End Homelessness (general brainstorming session) | All |
| <ul style="list-style-type: none"> • Develop a Dedicated Revenue Generating Source • Transitional Housing • Shelter Beds • Community Education Campaign • Prevention Programs | |
| 6. Break for lunch | |
| 7. Identification of goals within each of the five key components of the City of Oxnard’s Action Plan to End Homelessness (break out session) | All |
| 8. Prioritization of goals for the Commission for the year 2010 using voting dots | All |
| 9. Development of objectives to be attained by Commission within each goal by the end of 2010 (break out) | All |
| 10. Develop list of follow-up items (plenary session) | All |
| 11. Closing (plenary session) | All |
| 12. Evaluation and Adjourn | All |

Attachment 2
City Of Oxnard
Commission on Homelessness Retreat
Saturday, February 6, 2010

My Expectations

1. Tell us your name, why and how you became a member of this Commission.
2. Tell us your expectations for the Commission and how you can contribute to those expectations being attained. What are your concerns about the Commission meeting these expectations?
3. What are your expectations for today and how can you contribute to those expectations being met? What are your concerns about the expectations for the day being met?

Attachment 3
City Of Oxnard
Commission on Homelessness Retreat
Saturday, February 6, 2010

What is my “Job Description” as a Commissioner?

List your roles and responsibilities as a Commissioner (e.g. advocate on behalf of the homeless; serve as a voice for the homeless, etc)

List the types of activities/tasks that enable you to fulfill your roles and responsibilities as a Commissioner (e.g. attend and testify at public hearings; write op-ed pieces, etc)

List the unique qualities and abilities that you bring to your current position as a Commissioner and think about how you can better apply them towards fulfilling your responsibilities.

Attachment 4
City Of Oxnard
Commission on Homelessness Retreat
Saturday February 6, 2010

Questions to Consider When Developing Objectives

1. What results do we want to achieve?

2. How will we know we have achieved the results?

3. What do we have to do to achieve each result?

4. Who will do each of these things?

5. Do we have the resources to do these things? If not, how will we get the resources?

6. When will these actions be completed?

7. What obstacles will we have to overcome to complete these actions?

8. How will we overcome these obstacles?

Attachment 5
City Of Oxnard
Commission on Homelessness Retreat
Saturday, February 6, 2010

Evaluation

Thank you for your participation in today's retreat. To help us improve future sessions, please share your thoughts about the day. Be honest in your responses to the following questions. Providing you name is optional. Thank You!

1. What part of the retreat did you find most useful? Why?

2. What part of the retreat did you find least useful? Why?

3. Was there enough time to complete all activities?

4. Were the retreat materials clear and useful?

5. Are there other topics that you would have liked to see covered during the retreat?

6. Please share any additional comments or suggestions.
