



Campaign for Community Wellness
Core Team Meeting Notes
Oct 7, 2009

1-3pm, via conference call

Attendees: Richard, Maureen, Cindy B., Kathie, Lauren, and Seana

Absent: Lynn, Mike

I. PEI Update

- RFP went out, due first week in November
- Per the issue of discrepancies/mistakes, please have people forward requests to Doreen Drake and they will be handled accordingly. Errors will be cleared up when contracts are awarded.

2. Reporting Requirements

- Cindy to get this from the State website

3. Org Structure Review

Steering Committee: what's working, what's not?

Working: Participation, involvement

Not working: Getting into too much detail that is not helpful.

We are bogged down. Not moving quickly enough.

Core Team: What's working, what's not?

Monthly meeting working, addition of new members helpful

Voices: What's working, what's not?

What are the criteria for representing groups for these voices?

Consumer Council/rep's need the most amount of support.

SMART policy is doing this type of thinking right now.

Learning Collaborative

Status: Serving as the Campaign Strategy Team right now. May expand as some of the WET participants (Sierra College, etc) get involved.

Action: Create an org chart per above to explain roll of each group. Include expectations for roles. Per voices, add in expectations (i.e. touch x amount of people, connect with X) Peer Specialists might be able to help with supporting the Consumer voice.



4. CCW SC Oct Agenda

-Updates

-Social marketing (breakdown)

-Youth (Christina)

-Reminder of SC Roll

-PEI 1x Dollars & Innovations: Conversation & Decision

-How much \$. **Need from Maureen** (Include reductions & Prudent Reserve)

-Show graph with reduction & gap (CSS reduction: 14% for 3 years, PEI reduction: 34% for 2 years. Both are a reduction of the 09 peak #'s)

-Initial Recommendations

-Community Capacity Bldg

-Hybrid of CC and support of PEI/CSS

5. Social Marketing Update

-3 parts

- Sole sourced: Latino
- County staff
- RFP

6. Current Posting

-30 day posting of PEI for 2007/2008 + 2008/2009 Letter needed for the 1x PEI decision.

Letter to include:

-June 2009 decision for 1x PEI—50% Prudent Reserve, 10% Operating, \$85K for community capacity building-per approval of specifics (08/09)

-Sept 2009 Decision: Unspent 07/08 PEI dollars, 50% goes to Prudent Reserve

Action: Lauren to draft letter per above, send to Maureen to finalize dollar amounts.

