

Human Services Council Meeting
Monday, October 17, 2011
MINUTES

MEMBER NAME		MEMBER NAME	
Kevin H. Bell, Chair	<i>Present</i>	Richard Gonzalez	<i>Not Present</i>
Colonel Marion Barnwell	<i>Present</i>	Carol Ann Hawn	<i>Excused</i>
Richard P. Berger	<i>Excused</i>	Myra Herbert	<i>Present</i>
Dr. Jennifer Anne Bishop	<i>Not Present</i>	William Kogler	<i>Not Present</i>
Wendy Breseman	<i>Present</i>	Stephanie Mensh	<i>Present</i>
John R. Byers	<i>Present</i>	Kathleen Murphy	<i>Excused</i>
Robert L. Faherty	<i>Excused</i>	Dr. Virginia P. Norton	<i>Excused</i>
Donna J. Fleming, Vice Chair	<i>Present</i>	Dr. Gerald V. Poje	<i>Present</i>
Baba Freeman	<i>Not Present</i>	Herbert James Smith	<i>Not Present</i>
Robert Gaudian	<i>Present</i>	Henry Wulf	<i>Present</i>
Staff:			
Patricia Harrison, Deputy County Executive			<i>Present</i>
M. Gail Ledford, Department of Administration for Human Services (DAHS)			<i>Present</i>
Brenda Gardiner, Department of Administration for Human Services (DAHS)			<i>Present</i>
Ronald McDevitt, Department of Administration for Human Services (DAHS)			<i>Present</i>

Guests and Other Attendees: George Braunstein; Christopher Leonard; Rosalyn Foroobar, Telly Whitfield.

7:32 PM

Call to Order

Kevin Bell, Chair of the Human Services Council, called the meeting to order at 7:32 PM.

7:35 – 8:00 PM Nonprofit Capacity Building (presentation/discussion)

Telly Whitfield, Department of Neighborhood and Community Services, presented information on a recent county initiative to determine ways in which the county can partner with the nonprofit community on building service capacity in the community. (See attached presentation).

Council members requested additional information on the strength of corporate giving to county human services charities and nonprofits. The survey completed as part of the initiative identified a gap in giving to the community. Some of this is speculated to be attributed to local charities being overshadowed by the national presence of so many nonprofits focused on D.C. or nationwide activities.

There were questions regarding the estimated annual expenditure of \$77 million in nonprofit funding through contracts in human services. These funds represent only about 45% of total contract funding for direct service provision in human services. The county also contracts with several for profit individual and corporate businesses who provide services and support activities for human services programs.

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There was discussion of the need to continue work on designing best practice models for big, large and medium sized nonprofits to encourage entrepreneurship activities and to diversify financing of nonprofit organizations doing business with the county. Service gap areas for county clients that were identified in the survey as needing more nonprofit capacity included services to persons with disabilities, creation of affordable housing, legal services and treatment services. However, the group discussed that while these were needed services in the community, county funding *is limited* to increase the capacity to address these areas. Business strategies in the community to grow these services are needed to leverage alternate funding, such as matching funds for specific services. The survey results may be found at <http://www.fairfaxcounty.gov/ncs/listeningproject/sr.pdf> .

County staff proposed updating the council in one year on progress of the nonprofit portal for improving philanthropic support of funding and volunteerism.

The council requested copies of the County's draft legislative priorities. (Note: see <http://www.fairfaxcounty.gov/government/legislation/preliminary-draft-2012-legislative-program.pdf>).

The council also requested information on the status of the United Way and other corporate fundraising opportunities that benefit the nonprofit sector in the community.

8:05 p.m. Human Services Council Communications (presentation/discussion)

Merni Fitzgerald, Director, Fairfax County Office of Public Affairs, presented information to the council on the county's information staff resources to support the council. The council's goal is to provide community education and outreach on human services issues. Merni discussed review of the council's expectations regarding communications - what the council is trying to achieve. She suggested defining the key audiences, and the messages will be targeted and vary depending upon the issues. The Council was advised to review the most appropriate venues for the target audiences. Merni discussed a variety of strategies to measure citizen engagement. She demonstrated the county web portals that are available.

The council may view her presentations on the following links:

<http://www.slideshare.net/secret/acz6IL0xOA9dg2> and
<http://www.slideshare.net/secret/mXmzaDXNmExFK>

Engaging the corporate community will require the council to discuss the emerging issues, and how to link information on opportunities to contribute. The council needs to work as part of a larger alliance working on the same messages in the priority areas. For example, in the areas of ending homelessness, the message is "how are we making a difference?" and the information has to be persistent, steady and informative. The group discussed the challenges of living in a successful, wealthy community where no one "sees" poverty. The danger is that residents may not think we need to spend money to meet needs. The council discussed to assuring that resources are devoted in the right places, which requires periodic review and collaboration with the BOS on how the pieces fit to the "whole" the product of human services.

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Bob Gaudian, chair of the communications committee, discussed next steps for the Council and the committee. The committee will meet in November with staff from the Office of Public Affairs to develop recommendations for the council's communications plan for 2012.

8:50 p.m. HS roundtable discussions (action)

In November, the Council will begin review of cross cutting human services themes. The cross cutting themes will be used as a framework for an upcoming Human services Community Forum. The themes will also allow for a more in-depth conversation of budget allocations during the spring BOS deliberation on the county FY 2013 Advertised Budget Plan. The six themes are:

- Healthy People
- Positive Living for Older Adults and Persons with Disabilities
- Affordable housing
- Connected individuals
- Economic self -sufficiency
- Successful youth

Council members present were asked to volunteer for one of the six focus areas to serve as moderators for the upcoming meetings. The schedule is attached, with volunteers noted as presented. (*NOTE: members not present who subsequently volunteered are also reflected on attachment*). Staff members who are lead presenters will be in contact with the HSC convenors to discuss process for the meetings.

A draft monthly meeting schedule was distributed; in lieu of a May meeting, a Saturday forum is proposed (date to be announced).

Approval of September 19, 2011 meeting minutes (action -packet handout)

The minutes as recorded were approved.

New Business: Upcoming HSC meetings

Announcements for upcoming meetings were made: November 14th: Pat Harrison will present trends in human services. Information provided will incorporate recent data at the community level from the 2010 U.S. Decennial Census and the 2009 American Communities Survey.

Adjournment: The Human Services Council meeting was adjourned at 9:35 PM.