



CCC REGULAR MEETING

Minutes

Meeting Date: Tuesday – October 18, 2011

Location: United Way Human Services Center, 31 E Clay Ave

Present:

Chair: Linda Juarez, Hackley Community Care Center

Coordinator: Chris Burnaw, CCC

CCC Member Agencies:

Nan Andrews, Catholic Charities of West Michigan

Lynda Balkema, MCHP

Susan Cloutier-Myers, Disability Connection

Jane Drake, Goodwill Industries of West Michigan

Jackie Fisher, WMT

Kathy Humphrey, Planned Parenthood

Stuart Jones, Head Start - Muskego /Oceana

Marcy Joy, Community Foundation for Muskegon County

Ken Kraus, Public Health – Muskegon County

Tim Lipan, American Red Cross

Carolyn Madden, Read Muskegon

Dawn Nessen, Jay Jay's Skate Park

Blyth Pierce, CMHS

Dan Sawka, Salvation Army

Lisa Tyler, United Way

Guests:

Tawana Brown, JobCorps

Call to Order/Welcome/Introductions – Ms Burnaw called the meeting to order at 8:08 a.m.

Approval of Agenda/Minutes - *Consensus Approval.*

Presentation – County Update, Commissioner Bob Scolnik

Following are highlights of the presentation.

- Bob shared a video showing “A Day in the Life” of a county commissioner.
- Budget notes: the 23 county departments were put into four functional groups to work through the 2012 budget process: General Government, Public Safety, Human Services, Community Services. The groups met to work through a budget that was three million short from the previous year. State Revenue sharing decreased by 24%. The County’s credit rating has gone up over the last several years and is currently at the top of the rating scale.
- In 2011, County Administrator Bonnie Hammersley instituted customer service training for all employees, emphasizing that citizens are customers in their dealings with the county.
- Wind Turbines at the Wastewater site – a legal firm was hired to evaluate bids for this project, the winning bidder will most likely have up to 5 years to implement so that windspeed/placement can be tested; estimated revenue for the county is \$900,000 per year.
- Airport updates – Skywest, a United Airlines affiliate, now flies out of Muskegon County; 50 seat regional jets fly to O’Hare. The airport won the Essential Air Service bid, which is a government subsidy to support air service at small airports.
- The County and Rotary purchased land from the YMCA as county property; it will be developed as Rotary Park.
- MATS: a RFP for a new downtown MATS facility was released; a federal grant will help in building a new station. The bus system changed to a fixed stop system, with over 400 stops; buses now run until 10:40 pm in some areas. Ridership is up 14% over last year. MATS has four new GO buses, rides are by appointment.
- New Community Development Director was hired – Bob Lukens from Chicago; he is working on an aggressive marketing campaign, especially around non-summer tourism.
- Sustainability: a new Sustainability Coordinator was hired – Leslee Rohs; three electric car charging stations have been installed around town; a \$35,000 advance lighting technology grant was awarded to replace the lighting at Heritage Landing with more efficient lighting.

Committee / Coalition Reports

- Executive Committee –
 - Chris McGuigan facilitated an Executive Committee strategy session on October 14. CCC started in a place with large funding support of Strong Families/Safe Children dollars, with a determined focus: to allocate funds and manage grants. The next phase of CCC, with no SF/SC funds to allocate, began looking at the intersection of community/ county, along with prosperity and sustainability, becoming involved in the Prosperity Index as a common measurement tool between Social-Environmental-Economic issues. The current phase of the CCC, with the SF/SC funding cut from 41% (\$11,721) of the budget to less than 2% (\$500), involves fine-tuning the connection between the community’s overall health and Economic Prosperity/Academic Achievement.
 - What are the major roles and future priorities of the CCC? The strategy session identified that the CCC needs to:

- ≈ Re-emphasize the need for a neutral place for networking/collaboration; the CCC is not the only place where it happens, but it is a solid, safe place for it.
- ≈ Support the three-legged stool of Social Equity – Economic Prosperity – Environmental Integrity and the effort to make Muskegon County a prosperous, thriving place to live.
- The CCC was approached to help achieve two important goals for our community:
 - ≈ 1 in 21 Healthy Muskegon County – the CCC was asked by Rotary to help pull together this initiative, which uses the County Health Rankings as a measure to improve the health of our community. The goal is to move from 64 out of 82 counties in Michigan in Health Outcomes to number 1 by the year 2021.
 - ≈ 60% by 2025 – the CCC was asked by Muskegon Opportunity to collaborate on a Collective Impact grant opportunity to support their goal of 60% post-secondary educational attainment by the year 2025. They want to be sure that health is reflected in their approach to reaching and supporting this goal.
- Based on this, Chris will continue to provide staff support to 1 in 21 and to work with Muskegon Opportunity on Collective Impact; the CCC will continue to support collaboration and be mindful of inviting economic prosperity partners to the table.
- Member contribution request will be sent out soon; member support is critical in light of the funding reduction.
- Data Committee –
 - MiPHY - Dr. Chang is continuing to work with the data received from the state; the implementation team is on track to get the majority of public districts on board and is communicating with non-public schools.
- Collaboratives/Coalitions/Initiatives – *the Executive Committee invites the various collaboratives/coalitions affiliated with the CCC to report regularly, giving updates and noting how the CCC can support the group's efforts.*
 - 1 in 21, Lisa Tyler: quarterly Summit was held September 23rd with committee updates. Launching county wide challenge on October 24th to collectively lose 21,000 pounds in ten weeks. Website is live – 1in21.org. Speakers Bureau is being established; contact Chris if you would like a presentation on 1 in 21 for your group or know of other groups; other topics include nutrition, exercise, Blue Zones, and more. Blue Zones are a way to live longer, to be happy and to be healthy by optimizing your lifestyle and surroundings – learn more at bluezones.com.
 - Asset Building Coalition, Jane Drake: the ABC is the intersection for financial stability and economic prosperity. They are offering seminars on Predatory Lending. Like their Facebook page at facebook.com/abc-wm to stay up to date on activities. Jane attended training for EITC outreach, the ABC will be putting on community trainings for agencies, etc; CCC will be a co-sponsor of the training sessions. VITA needs at least 30 volunteers, goal is to do 1,500 returns; Jane can give a brief presentation to groups about the program.
 - Suicide Prevention Coalition, Cindy Mahan: group is in the process of reviewing the Suicide Prevention Plan; some action items on goals are already underway – training was held this summer for 120 lay-persons and 25 clinicians, a Survivors of Suicide group is getting together. Next goals to focus on are reducing access to firearms, targeting special populations (veterans, seniors, youth), social networking. SPC meets on the 2nd Tuesday of the month at 9:00 at United Way.
 - Strengthening Muskegon County, Lynda Balkema: the two year grant was extended to December to do some extra workshops in partnership with United Way; 86 organizations have taken advantage of free training; there were 12,000 hours of technical assistance and 4,000 workshop hours under this grant – great connections were made. Video is available on YouTube under “Strengthening Muskegon”; web site is <http://www.mcscf.org>.

Roundtable

- Jane Drake: a toolkit called “Go Direct” is available to help explain the move from paper checks to electronic payments for federal benefits. Chris Burnaw and Jane have some toolkits on hand, or go to www.godirect.org.
- Hackley Library will be named a Literary Landmark Site, a national honor; a Community Foundation’s “Love Your Community” mini-grant made this possible.

Adjourn - Meeting adjourned 9:50 am Next Meeting - Tuesday, November 15, 8:00 am – United Way, 31 E Clay Ave