

**JOINT MEETING OF THE RACINE COUNTY
HEALTH AND HUMAN DEVELOPMENT COMMITTEE & HUMAN SERVICES BOARD
Monday, April 10, 2017
Ives Grove Office Complex - Auditorium
14200 Washington Avenue
Sturtevant, WI 53177**

HHD Present: Kay Buske, Mike Dawson, Robert N. Miller, Brett Nielsen, Donnie Snow, Pamela Zenner-Richards

HSB Present: Kay Buske, Brenda Danculovich, Susan Lange-Pruitt, Ronald Molnar, Brett Nielsen

YIG Representatives: Excused: Disheka Moore, Olivia Spaight

Excused: Elizabeth Falk, Kiana Harden-Johnson

Staff Present: Hope Otto, Kimberly Payne

Call to Order

Chairman Miller called the meeting to order at 5:00 p.m.

Chairman Comments/Youth In Governance (YIG) Statement

There were no chairman comments.

Citizen Comments

There were no citizen comments.

Approval of Minutes of March 27, 2017 Joint Meeting of the Racine County Health and Human Development Committee & Human Services Board

Committee: Sup. Snow moved to approve the minutes as submitted. Sup. Buske seconded.
Motion passed unanimously.

Board: Sup. Molnar moved to approve the minutes as submitted. Ms. Lange-Pruitt seconded.
Motion passed unanimously.

Report No. 2016-53 – Report By The County Executive Making Appointments To The Racine County Aging & Disability Resource Center Governing Board (Linda Wood, Rhonda Owens-Deneka, Sandra Riekoff, Joedy Simonsen, Naison Nyamatutu)

Sup. Buske moved to approve and recommend to the County Board. Sup. Zenner-Richards seconded. **Motion carried.**

Report No. 2016-54 – Report By The County Executive Making Appointments To The Racine County Commission On Aging Board (Linda Wood, Rhonda Owens-Deneka, Sandra Riekoff, Joedy Simonsen, Naison Nyamatutu)

Sup. Zenner-Richards moved to approve and recommend to the County Board. Sup. Buske seconded. **Motion carried.**

Report No. 2016-55 – Report By The County Executive Making A Reappointment To The Housing Authority Of Racine County (Ronald M. Molnar)

Sup. Buske moved to approve and recommend to the County Board. Sup. Dawson seconded. **Motion carried.**

Report No. 2016-58 – Report By The County Executive Making An Appointment To The Racine/Kenosha Community Action Agency Board Of Directors (County Supervisor Melissa Kaprelian-Becker)

Sup. Dawson moved to approve and recommend to the County Board. Sup. Zenner-Richards seconded. **Motion carried.**

Human Services Marketing & Fund Development

Ms. Payne, Manager of Marketing and Fund Development, explained why agencies brand, how marketing is done and why it's important. She provided a marketing update and an overview of the process of Human Services' branding and how it aligned with Racine County's rebranding efforts. The marketing team helped to migrate information to the new website. Marketing has been integrated into several divisions. Ms. Payne shared several sample marketing fact sheets and sample branding and marketing pieces.

Workforce Solutions partnered to offer GALE Courses free to anyone in Racine County.

Ms. Payne listed 2017 marketing priorities.

Social media plans are underway for each division.

Chairman Miller thanked Ms. Payne and complimented her efforts.

Chairwoman Danculovich complimented the outreach information pieces, how professional it looks and how it promotes a much more professional image of our county.

Human Services Department Division Updates

Ms. Otto reported that part of Workforce Solutions' desire to try new things to reach customers and find new ways to create career pathways and sustainable employment

The Department of Workforce Development (DWD) Secretary visited Racine County as part of his tour of Southeast Wisconsin. He was very impressed with Training Grounds, asked about the GED Initiative and inquired about follow-up after the GED is received. DWD has dollars to support new initiatives.

Ms. Otto described the first initiative. In conjunction with CIOs from major local manufacturing businesses, for example Twin Disc and InSinkErator, developed an IT Tech start-up/incubator concept. This is a certification training that will provide credentials to students to go into tech industries and then forward to Gateway Technical College and UW-Parkside. The training will also provide work experience. The Secretary was very interested and requested additional information. If the Secretary is interested Ms. Otto will provide an update for the next step.

The second training initiative is a Mentor Transition Coach concept to help work program participants to maintain employment.

Behavioral Health Services Update

Continue to explore alternative sites for the SAIL Program and have narrowed down to a couple locations with one preference. Ms. Otto hopes to report out at the next meeting.

At the last County Board Meeting a resolution passed to move dollars from Youth Aids to support detention therapy on an ongoing basis. Currently exploring how successful that is to determine increasing to full-time to provide better services.

Ridgewood Update

Today's Census was 168, Medicare was 31, Title 19 was 108, and Private Pay was 29.

Chairwoman Danculovich asked why Evercare's census was zero. Ms. Otto will report back.

Correspondence And Other Business

Discussion ensued about content and location of the May 15 budget planning meeting. The meeting will be held in the County Board Chambers.

Next Meeting Date – Monday, May 15, 2017, 6:00 p.m. Ives Grove Office Complex, Board Chambers

Adjournment

Committee: Sup Snow moved to adjourn at 5:45 p.m. – Sup. Buske seconded. **Motion passed unanimously.**

Board: Sup. Molnar moved to adjourn. Sup. Buske seconded. **Motion passed unanimously.**

Action Items

- Ms. Otto inquire about Evercare's census and report back.

Distributions

- Report No. 2016-53 – Report By The County Executive Making Appointments To The Racine County Aging & Disability Resource Center Governing Board
- Report No. 2016-54 – Report By The County Executive Making Appointments To The Racine County Commission On Aging Board
- Report No. 2016-55 – Report By The County Executive Making A Reappointment To The Housing Authority Of Racine County
- Report No. 2016-58 – Report By The County Executive Making An Appointment To The Racine/Kenosha Community Action Agency Board Of Directors
- HSD Marketing Updates April 2017
- Ridgewood Census

Respectfully submitted by,

Kimberly R. Bartel