



MINUTES OF THE REGULAR MEETING OF THE EXECUTIVE BOARD OF THE BAKERSFIELD-KERN REGIONAL HOMELESS COLLABORATIVE, LOCATED AT 601 24th STREET, BAKERSFIELD, CA, HELD ON JULY 13, 2020, AT 2:00 P.M. MEETING ATTENDANCE ALSO AVAILABLE BY ZOOM AT THIS LINK BELOW OR PHONE NUMBER: +1 669 900 9128

Present: R. Alsop, J. Wheeler, C. Beecroft, S. Pelz, C. Baldovinos, R. Judd, C. Clegg, and J. Kitchen; Absent: L. Gill

Guests: Anna Laven, Deborah Johnson, Justin Salters, Mohammad Malik, Rick Ramos, Nina Carter, James Zervis, Amanda Ruiz, Anthony Valdez, Priscilla Martinez, Phil Burns, James Brooks, Timothy Huynh, Austin Drissen, Larry Haynes

Welcome by S. Pelz

1. Adoption of Agenda

A motion was made to approve the Agenda by J. Wheeler and seconded by C. Baldovinos. It was carried by R. Alsop, C. Beecroft, S. Pelz, R. Judd, C. Clegg, and J. Kitchen; Absent: L. Gill; Abstentions: None; Opposed: None

2. Public Comments

None

3. Reports from Board Members or Officers of The Board

None

4. Approval of the Minutes of the Regular Meeting of June 8, 2020

A motion was made to approve the Minutes by J. Kitchen and seconded by R. Judd. It was carried by R. Alsop, J. Wheeler, C. Beecroft, S. Pelz, C. Baldovinos, and C. Clegg; Absent: L. Gill; Abstentions: None; Opposed: None

5. Report from the Executive Director of BKRHC

Executive Director A. Laven reported the three (3) areas of focus for the BKRHC: logistical needs, strategic direction, and technical assistance.

BKRHC's newly hired accountant and administrative analyst, Mohammad Omar Malik and Rick Ramos respectively, were welcomed and introduced to the Executive Board and guests.

A. Laven briefly mentioned interviews and media articles on homeless issues.

For logistical needs, A. Laven thanked J. Kitchen and A. Valdez for their assistance with the new BRKHC office agreements and to the County Administrative Office for providing office use for the BKRHC staff. The move dates to the new location's temporary space is slated for July 20, 2020 and final/permanent office space for end of September.



For strategic focus, A. Laven discussed BKRHC's 10-year plan and its focus on data analysis, collaborative effectiveness, and partnerships in rural communities. This includes the use of Tableau for data visualization. R. Ramos is in the process of obtaining Tableau training to provide additional data support. CoCs in Chicago and Texas currently utilize Tableau to provide data visualization on homelessness.

For technical assistance focus, A. Laven discussed R. Ramos providing support to the collaborative such as assisting H. Kimmel on end of year reporting and BKRHC website support.

S. Pelz thanked Anna for the report.

This completes the Executive Director Report.

6. Report from the Governing Board Chair

D. Johnson thanked members for time to provide an update. The last meeting of the Governing Board was held on June 24, 2020 with access to the Baker Street Village (laptop) and through Zoom for members of the public wishing to attend.

Thanks were provided to the following people/groups: to the Executive Board for allowing Joe Hughes to provide Brown Act training and R. Ramos for helping with changes to website structure.

On PIT Count 2021, D. Johnson stated that January 26th and 27th would be the days to conduct the PIT count. J. Wheeler added that the PIT Count infrastructure should be moved to BKRHC. C. Clegg thanked D. Johnson and A. Laven for their presentation to the City Council and expressed their interest in the PIT Count data and analytics. C. Clegg also mentioned that the City Council is committed to being long-term partners with the BKRHC.

The Ranking Committee is working on ranking and performance and will present their information to the Governing Board for their approval.

There is a focus on meeting with A. Laven and City/County partners to address homelessness. Media is still focusing on Project Roomkey. D. Johnson mentioned that they are working on conditional use permit projects and thanked A. Valdez and J. Kitchen for their help navigating the conditional use permit system.

7. Introduction of Mercy House

J. Kitchen introduced guests from Mercy House Larry Haynes (Executive Director), Austin Drissen (Shelter Administrator), James Brooks (Program Director), and Timothy (Data and Analytics Director).

Larry Haynes thanked the Executive Board for having Mercy House on the meeting, gave some background/history on Mercy House, and their collaboration with the BKRHC.

J. Wheeler commented on his previous work with Mercy House in Orange County.



R. Judd thanked the City for the opportunity to work with Mercy House and the City shelter.

8. Approval of Messaging Framework - Presentation by Justin Salters

Justin Salters with Salters Associates presented the new messaging framework for the BKRHC.

Executive Director A. Laven thanked Justin Salters for a great presentation and specifically noted that Objective 6 of the 10-Year Plan focuses on community support for ending homeless and how a proper messaging framework will help meet this objective.

J. Wheeler suggested adding a part regarding street outreach to the elevator pitch portion of the messaging framework.

J. Kitchen praised Justin Salters for the presentation and S. Pelz inquired about what the next steps would be to get the info out to the community. Justin Salters answered that there would need to be Executive Board endorsement for the messaging approach and that there would be a 12-month marketing plan.

A motion was made to approve the messaging framework introduced by Justin Salters (Salters Associates) by J. Wheeler and seconded by C. Beecroft. It was carried by R. Alsop, S. Pelz, C. Baldovinos, R. Judd, C. Clegg, and J. Kitchen; Absent: L. Gill; Abstentions: None; Opposed: None

9. Approval of BKRHC 2020-21 Budget

BKRHC Executive Director A. Laven reviewed the budget with the Executive Board. Operational expenses and revenue were discussed with A. Laven commenting on ensuring committees felt supported by the BKRHC. A. Laven thanked the City for assistance with utility and rent costs.

J. Wheeler commented that the budget expense for the PIT Count is possibly too low and to consider other associated costs including ESRI. A. Laven thanked J. Wheeler for the comment and will add those considerations into the budget.

For one-time expenses, A. Laven included costs for ensuring that the BKRHC meeting materials were ADA compliant as well as providing non-English materials to promote community engagement. J. Kitchen is supportive of the messaging and would like to see a scope of work to see what the deliverables would be.

For BKRHC revenue, J. Wheeler inquired if A. Laven received a commitment from the County for \$155,000. R. Alsop (County) stated that there is no discussion about not paying the BKRHC and J. Kitchen added that the City is not changing the agreement.

A motion was made to approve the BKRHC 2020 – 21 Budget by J. Wheeler and seconded by R. Alsop. It was carried by C. Beecroft, S. Pelz, C. Baldovinos, R. Judd, C. Clegg, and J. Kitchen; Absent: L. Gill; Abstentions: None; Opposed: None

10. Approval of HHAP RFP Recommendations



A. Laven shared funding recommendations and dispersal for the HHAP RFP. Information was provided with a breakdown of which organizations would be awarded and the recommended amount.

A motion was made to approve the HHAP RFP Recommendations by C. Baldovinos and seconded by J. Kitchen. It was carried by R. Alsop, C. Beecroft, R. Judd, C. Clegg; Absent: L. Gill; Abstentions: S. Pelz and J. Wheeler; Opposed: None

11. Report on COVID Response, Funding and Needs

A. Laven notes that COVID funding is currently underspent with focus on trailers, isolation, and essential services. ESG funding working with Catherine Vasquez (County) on housing surge. A. Laven is seeking recommendations on the best use of the CARES Act funds.

12. Discussion Topic: Referral Network & Chronic Encampments

J. Kitchen discussed establishing a referral network for the city shelter in conjunction with the BKRHC and associated organizations. This would be a two (2) part Phase. Phase 1 would be establishing a network referral system for the city, while Phase 2 would focus on integration of the referral system among the various homeless shelters.

J. Wheeler inquired about how to navigate the referral system with current COVID closures, added that the system could be modeled similarly to Orange County's referral system, and expressed enthusiasm for working together with the city shelter.

Larry Haynes (Mercy House) added that a focus should be on addressing the immediate needs of the city and county.

13. Financial Update

Per S. Pelz, the financial update would be skipped due to time constraints.

14. Adjournment

A motion to adjourn the meeting was made by R. Alsop.

S. Pelz so moved.

Meeting adjourned at 3:31 PM.