



**Leadership Council Members**

Maria Diaz- Slocum, Redwood City School District  
 Carrie DuBois, Sequoia Union High School District  
 Michael Garb, First 5 San Mateo County  
 Diane Howard, City of Redwood City  
 Katie Kane, Sequoia Healthcare District  
 Shelly Masur, Redwood City School District  
 Milbrey McLaughlin, John W. Gardner Center for Youth and Their Communities  
 Barbara Pierce, City of Redwood City  
 Alan Sarver, Sequoia Union High School District  
 Gerald Shefren, Sequoia Healthcare District  
 Warren Slocum, County of San Mateo Board of Supervisors

**Redwood City 2020 Leadership Council Meeting**  
**Redwood City Main Library, 1044 Middlefield Road, Redwood City**

**Community Room (2<sup>nd</sup> Floor)**

**Wednesday, October 8, 2014**

**9:00am – 10:30am**

**Speaking to the Council:** The public is encouraged to speak to the Leadership Council on issues of concern, whether or not the issue is on the agenda. To address the Council, please complete a Speaker’s Card, available at the entrance and give it to the Executive Director. If the subject is on the agenda, you will be called on when it is being considered. If your item is not on the agenda, you will be called on during Oral Communications. Public comments are limited to 3 minutes per person per topic.

**Electronic Devices:** Please turn the sound off on all cell phones, pagers, and other devices during the meeting.

**Agenda**

<b>Lead</b>	<b>Agenda item</b>	<b>Background</b>	<b>Time</b>
Council Chair Barbara Pierce	Welcome and introductions		9:00am
Members of the Public	Oral communications	Opportunity for members of the public to address the Coordinating Council on items not on the agenda.	9:05am
Barbara Pierce	Approval of draft minutes	Draft minutes from the Leadership Council Meeting held on August 13, 2014 (attached).	9:10am
Jana Kiser	Discussion of Redwood City 2020’s roles and core partners’ roles	Summary charts (attached).	9:15am
Redwood City 2020 Staff	Initiatives: Updates and Invitations	Redwood City 2020 Partnership Newsletter (attached). News related to Community Schools, Community Health and Wellness, and Community Engagement will be shared. Communication ideas/feedback will be generated.	9:40am
Jana Kiser	Financial/Fundraising Update		10:05am
Barbara Pierce and Bob Bell	Update on evaluation of Redwood City 2020’s executive director		10:15am
Coordinating Council Members	Member Updates/ Announcements/Good News/Kudos		10:20am
Barbara Pierce	Adjourn		10:30am



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### **Redwood City 2020 Leadership Council Draft Minutes**

**Leadership Council Members Present:** Carrie DuBois, Diane Howard, Alisa MacAvoy, Hilary Paulson, Barbara Pierce, Alan Sarver, Gerald Shefren, Warren Slocum

**Cabinet Members Present:** Jan Christensen, Jim Lianides

**Others Present:** Alonso Barahona, Chris Beth, Lauren Estrada, Sophia Figueroa, Madeleine Kane, Jana Kiser, Janneth Lujan, Carol Marks, Sandra Portasio, Matthew Reeves

#### **Public Comment**

None

#### **Changes in the Meeting Minutes held on August 13, 2014**

None

#### **Discussion of Redwood City 2020's Roles and Core Partners' Roles**

- Jana Kiser explained the "Redwood City 2020's Roles" handout, including what the collaborative's six roles are and how they apply to the various initiatives (as identified by strategic planning).
- Jan Christensen liked how the handout was well laid-out and how it graphically explained Redwood City 2020's roles.
- Gerald Shefren asked what the process was of deciding where checks go on the "Redwood City 2020's Roles" handout.
- Jana Kiser replied that there was explicit criteria that each initiative had to meet to qualify for a check for each role (e.g. Steering Committees); she continued by stating that the next step is to identify commonalities for naming the collaborative management groups for each project.
- Gerald Shefren expressed a concern about bandwidth, and wondered how much administrative expense is needed to perform all of the roles
- Jana Kiser replied that some roles happen simultaneously (i.e. innovation at Steering Committee meetings), and that the idea of "quality vs. quantity" will be something to look at for next time.
- Alan Sarver asked why there are some areas where we wouldn't want to research and evaluate our work.
- Jana Kiser replied that some pieces are new, and that they haven't been discussed with the Gardner Center to decide how to best evaluate them.
- Alisa MacAvoy proposed a symbol for the handout that indicates a role Redwood City 2020 will be taking on in the future.
- Jana Kiser highlighted the color-coding of the handout and explained how it is another educational tool that emphasizes the collaborative's 3 buckets of work.
- Jana Kiser concluded by stating that these documents are a work in progress and serve as a launching pad that we will continue to revisit in the future.
  
- Jana Kiser explained the "Redwood City 2020's Partners' Roles" handout.
- Jana Kiser clarified the difference between partner organizations that "Contribute" staff vs. those that "Receive" staff, as well as what the "Leadership" role entails (e.g. sitting on guiding groups).



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- Carrie DuBois asked if we could go deeper into the Alcohol and Other Drug Prevention work at the next Leadership Council meeting.
- Diane Howard asked who we hope to show the “Redwood City 2020’s Partners’ Roles” handout to.
- Jana Kiser replied that it was originally designed for internal eyes only, but it could be edited to create a more public-facing version.
- Barbara Pierce added that we could create a column or row to acknowledge that the Redwood City 2020 staff is working on all of the initiatives.
- Jana Kiser noted that the document highlights how there are opportunities for our historic funders to be more involved in the work if they want to be (e.g. Sequoia Healthcare District can be more involved in the Safe Routes to School Task Force.)
- Sandra Portasio added that there are more players to the Community Schools Expansion and Sustainability work aside from those indicated on the handout.
- Jan Christensen agreed and suggested that we separate staff that works *at* Community Schools from staff that will work as part of the Expansion and Sustainability Workgroup.
- Carol Marks wondered if we could visually represent how much initiative is taking from Redwood City 2020’s time and budget.
- Jana Kiser explained the “Redwood City 2020’s Roles Over Time” handout, including how the arrow represents a spectrum; on one hand, we are primarily a convener (e.g. Alcohol and Other Drug Prevention Partnership), and on the other hand, we are the most active doers (e.g. Safe Routes to School).
- Jana Kiser noted that even when we are in the role of “doing”, it is different from a traditional nonprofit because we are doing work with intentional collaboration and partnership; it is our goal to nurture each initiative so that it will be able to withstand without the collaborative at some point in the future.
- Members of the Leadership Council openly thanked Lee Michelson for raising the questions that resulted in the production of the handout.
- Carrie DuBois raised concerns about housing and wondered if there is a way the collaborative can advocate for it going forward.
- Jana Kiser replied that in the strategic planning process, housing was one of the areas that the collaborative explored but ultimately removed; the decision was that within our 3 existing areas of work, we would address housing whenever it was appropriate.

#### Initiatives: Updates and Invitations

- Jana Kiser briefly recapped on the September issue of the Redwood City 2020 newsletter.
- Jana Kiser highlighted the certificates that were sent out to Leadership Council and Executive Team members, and noted how they represent our commitment to showing deep appreciation for our partners and their work.
- Chris Beth said it would be great to push the newsletter out more, perhaps on the new website.
- Jana Kiser replied that by the end of this month, we will have an internal version of the new website for everyone to look at.
- Jana introduced the “Community Schools Expansion and Sustainability Workgroup” handout, and explained that it was a result of her, Sandra Portasio, and the Redwood City 2020 staff’s thinking of what the workgroup would look like, what they would do, and what questions they would address.
- Jana Kiser noted that the workgroup is an opportunity for everyone to get involved in the work, and that we are going to use other community school communities as a model and benchmark of our own work.



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- Jana Kiser concluded by inviting everyone to attend the first workgroup meeting in January, and by stating that we are actively on the fundraising trail.
- Sophia de Los Angeles highlighted what fellows will be doing to support the Community Schools Expansion and Sustainability work; they will be conducting literature reviews, reviewing case studies on other communities with community schools, and gathering what are the needs and assets that Redwood City currently has.
- Matthew Reeves gave updates about Safe Routes to School programming for this year. He included that, so far, the initiative has leveraged nearly 3.5 million dollars in infrastructure funding, is working with 9 different schools to reach a total of 5,800 students, and is soliciting the help of 250 parent volunteers, school principals, Parks and Recreation, as well as many other partner organizations.
- Gerald Shefren said International Walk to School Day at Roy Cloud Elementary School was exciting; parents were involved and kids were energized.
- Warren Slocum said that International Walk to School Day at Hoover Elementary School was also exciting; a lot of children walked over Woodside Bridge.
- Warren Slocum asked about the safety of children crossing Woodside Bridge.
- Diane Howard responded that there are cameras; they are well hidden, but are there and in full force.
- Hilary Paulson added that there was also a community celebration last year celebrating the bridge's enhanced safety; it had a fantastic turnout and the Redwood City Police Department was also present.
- Diane Howard said that community members were also talking about doing a painting or mural along the bridge to make it friendlier.
- Madeline Kane gave updates about the Redwood City Together work. She mentioned that the initiative is incubating projects via dialogues, and noted the success of the Redwood City World Café. She invited everyone to the next Redwood City World Café on January 22<sup>nd</sup>, 2015, at the Fair Oaks Community Center.
- Madeline Kane concluded by highlighting how Redwood City Together provides evaluations after every one of their events, and by inviting everyone to attend the Making Dreams Come True event, which Redwood City 2020 sponsors
- Barbara Pierce contributed that many our partner organizations use social media in different ways, so it would be valuable for them support the Redwood City Together work by publicizing it on their media pages.

**Financial/Fundraising Update**

- Jana Kiser stated that last year, Redwood City 2020's deficit went from ~\$60,000 to ~\$20,000; the projected deficit for this year \$16,000.
- Jana Kiser said she will be giving out quarterly reports with more detail about our budget, and will share how we have been successful in fundraising.
- Jana Kiser added that the first quarter of our fiscal year ended on September 30<sup>th</sup>, and that the projected budget is that we are just over \$9,000 in the red.
- Jana Kiser concluded by saying that it is her commitment to have a balanced budget by 2015-2016.
- Barbara Pierce said that is exciting to see that things are going in the right direction, and pointed out how valuable it is to have many people around the table to give suggestions.

**Update on Evaluation of Redwood City 2020's Executive Director**



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- Barbara Pierce said that herself and Alan Sarver from the Leadership Council, as well as Robert Bell and Lee Michelson from the Executive Team, will be serving on the board that evaluates Jana Kiser.
- Barbara Pierce added that Jana Kiser will put together a report indicating what she would like to keep doing and what she would like to change; there will also be a form where everyone can give input on how Jana Kiser has done this year, and how we can move forward.

**Member Updates/ Announcements/Good News/Kudos**

- Hilary Paulson said that we started with town hall meetings this week; the meetings hope to address the needs of current community schools and sites that might eventually be a community school. She invited everyone to attend the next meeting on Thursday, October 9<sup>th</sup>, at 7pm at the McKinley Institute and North Star campus.
- Alan Sarver said that on Sunday, October 5<sup>th</sup>, there was the 12<sup>th</sup> annual Save the Music Festival in Belmont; there was great music and activities, and it brought community together around schools and arts.
- Jana Kiser gave kudos to Redwood City 2020 staff, and expressed appreciation for the dedication and positive attitude.
- Janneth Lujan said that the next Leadership Council meeting is on February 11<sup>th</sup>, and that the one following is on May 20<sup>th</sup>.
- Jana Kiser added that during the next Leadership Council meeting, we will continue our discussion on governance. She also asked everyone to look out for a budget report this month and in January.