



# Sonoma County Homeless Coalition Board

## Homeless Coalition Board Meeting Minutes

Wednesday, April 24, 2024

1:00 – 4:00 PM, Pacific Time – Meeting held by Zoom

Zoom Recording:

[https://sonomacounty.zoom.us/rec/share/2xSR\\_6UQlxZ02TT73yDIL94KziVK7FXqreuNm1gsxEXmt-CYp72KWcmlWa9jkSj.oCKZulZttZgfkjwz](https://sonomacounty.zoom.us/rec/share/2xSR_6UQlxZ02TT73yDIL94KziVK7FXqreuNm1gsxEXmt-CYp72KWcmlWa9jkSj.oCKZulZttZgfkjwz)

Passcode: %UG@dd5Y

### Welcome and Roll Call Introductions (00:05:00– 00:07:35)

Jennielynn Holmes called the meeting to order at 1:00 pm and went over the Zoom rules regarding public comment and Brown Act guidelines. Alea Tantarelli proceeded with roll call.

### Present:

Dennis Pocekay, City of Petaluma | Jennielynn Holmes, Catholic Charities | Kelli Kuykendall, proxy for Natalie Rogers, City of Santa Rosa | Benjamin Leroi, Santa Rosa Community Health Center | Chris Coursey, County of Sonoma Board of Supervisors | Margaret Sluyk, Reach For Home | Chris Cabral, Committee on the Shelterless (COTs) | Kristi Lozinto, Member-at-Large | Martha Cheever, Community Development Commission | Una Glass, City of Sebastopol | Jackie Elward, City of Rohnert Park | Ron Wellander, City of Sonoma | Dannielle Danforth, West County Community Services | Aaron Mello, Leap Board

**Absent:** Natalie Rogers, City of Santa Rosa | Angelica Smith, Tribal Seat | Chessy Etheridge, Community Member / LEAP | Cheyenne McConnell, TAY Representative |

A quorum was present.

### 1 - 4. Approval of Consent Calendar (00:07:36 – 00:12:10)

- Jennielynn Holmes, CoC Board Chair, presented the consent calendar items:
  - 4/24/24 meeting agenda
  - 3/27/24 meeting minutes
  - Summary of Follow-ups from the Previous Meeting
  - Reports for Standing Committee Updates
- Regarding Consent Calendar item #3, “Summary of Follow-ups from the Previous Meeting,” Jennielynn Holmes noted that there is a follow-up to Measure O in the form of an email submitted to the Homeless Coalition Board and Service Providers on April

11, 2024, from the Director of the Department of Health Services (DHS), Tina Rivera. The email appears below in its entirety.

- **From:** Margaret Holly <[Margaret.Holly@sonoma-county.org](mailto:Margaret.Holly@sonoma-county.org)> **On Behalf Of** Tina Rivera  
**Sent:** Thursday, April 11, 2024 1:33 PM  
**Subject:** Update on Measure O and Homelessness Funding Opportunities

Dear Coalition Board Members and Service Provider Community Members,

I wanted to update you on discussions about a pending Notice of Funding Availability (NOFA) that we at Sonoma County Department of Health Services (DHS) hope to release soon to help address priority issue areas for all of us. These include, but are not limited to, recovery and Substance Use Disorder (SUD) care for homeless as well as housed individuals, supportive services and housing programs for our homeless youth, behavioral health services, and more. As such, our DHS team is working on a NOFA that we hope to release as soon as July 2024 (after we have some year-end figures which *may* mean additional dollars) but could possibly be in August 2024.

The proposed NOFA right now is likely to include:

- Funding allocated to the County under Homeless Housing, Assistance and Prevention (HHAP) for **homeless youth** (possibly \$700,000)
- Funding allocated to the County under HHAP for more **general homeless program support** (possibly \$700,000)
- Measure O Funding from fund balance for behavioral health supports including **service integration, peer services, addressing staffing shortages and early intervention** (possibly \$2.2 million)
- Funding from the region's Opioid Settlement that will also be oriented towards **SUD treatment and recovery services** (possibly \$1.1 million)

As you can see, the NOFA may total about \$4.7 million. I need to note that the above is what I hope to be able to allocate. As the year-end numbers come in, I always need to respectfully reserve the right to adjust funding and categories to stay within our fund balances and revenue projections. The State budget shortfall may also impact some of these programs, so I'll consider that as we finalize the NOFA.

We look forward to working with the Coalition in a consultative role on the possible awards for Transitional Age Youth (TAY) and homelessness programs, and appreciate the County's ongoing partnership with the Coalition.

Should members of the Coalition or others have any questions about this information, please do not hesitate to contact us through Leah Benz at [Leah.Benz@sonoma-county.org](mailto:Leah.Benz@sonoma-county.org).

Thank you everyone for your service to our shared clients and programs.

Tina Rivera  
Director, Department of Health Services

- **Public Comment:** None.
- **Motion:** Una Glass moves to approve the Consent Calendar. Dennis Pocekay seconds.  
**Abstentions/Objections:** None.  
**Motion passes.** The Consent Calendar is approved.

## 5. Reports from Lead Agency Staff (00:12:13 – 00:33:35)

(Note: The agenda order is reversed to allow “Staff Transition” to be heard as the second report to accommodate current availability of Lead Agency staff.)

- **Don Schwartz’ Resignation & At-Large Seat**

Alea Tantarelli reported that Don Schwartz, Sebastopol City Manager, submitted a letter of resignation on April 10, 2024, vacating his At-Large seat on the Homeless Coalition (HC) Board, effective immediately.

Alea Tantarelli explained that, according to the HC Governance Charter, HC Board members must elect a successor to fill the remainder of the term for the vacated seat. Considering that HC Board elections were held recently, in December 2023, the HC Chair, Vice-Chair, and Lead Agency Staff recommend contacting the previous applicants to gauge their interest in filling the newly vacated At-Large seat. The HC Board would then elect one of the interested applicants to fill the remainder of Don Schwartz’ team, which runs until December 2024.

Should the HC Board choose this approach, the names of the At-Large seat applicants and their applications would be provided via a survey link to all HC Board members for review and voting. The HC Board Chair would review the survey results and subsequently notify HC Board members of the election outcome via email. The term for the newly selected member would then commence as of the May 20, 2024, meeting of the HC Board.

- **Motion:** Una Glass moves that the recommendation to elect a successor to fill the remainder of the term for the seat vacated by Don Schwartz, as conveyed by Alea Tantarelli, be accepted.

**Second:** Dannielle Danforth seconds the motion.

- **Public Comment:** None.

Alea Tantarelli displayed the list of previous candidates for the At-Large seat.

**Abstentions/Objections:** None.

**Motion passes.**

- **Staff Transition:**

Dave Kiff has resigned his position as Homelessness Services Division (HSD) Director, and will be leaving the Department of Health Services (DHS) as of this Friday, April 26, 2024. The Division Director serves as a member of the DHS Executive Team, and reports directly to DHS Director Rivera.

Tina Rivera, DHS Director, announced that she will serve as Interim HSD Division Director during the upcoming recruitment period until the vacated position is filled.

Tina Rivera also addressed the HC Board to request that two HC Board members be selected to serve on the nine-member recruitment panel that will choose a candidate to fill Dave Kiff's vacated position.

Director Rivera stated that the job announcement for the open position is expected to be widely posted within the next couple of weeks, and the recruitment will subsequently remain open for a period of 6-8 weeks to allow sufficient time for applications to be submitted.

Director Rivera also reported that processes and staff are in place to ensure that contracts and payments will go forward without interruption during this interim period. As planned, the Notice of Funding Availability (NOFA) award decisions will be presented to the Sonoma County Board of Supervisors (BOS) for final approval at the June 4, 2024, BOS meeting, and specific DHS staff are in place to subsequently execute contracts prior to the new fiscal year.

If payment questions arise, service providers are encouraged to contact DHS Fiscal staff at [DHS.Fiscal@sonoma-county.org](mailto:DHS.Fiscal@sonoma-county.org). Joshua Cazares is the accountant assigned to the Homelessness Services Division. Additionally, providers are invited to email Tina Rivera directly should concerns arise.

- **Motion:** Jackie Elward moves to select Jennielynn Holmes, HC Board Chair, and Una Glass, HC Board Vice-Chair, to serve on the recruitment panel, with Chris Cabral identified as an alternate should scheduling conflicts occur.

**Second:** Dennis Pocekay seconds the motion.

- **Public Comment:** Teddie Pierce

**Abstentions/Objections:** None.

**Motion is approved.**

## 6. Service Provider Roundtable Update and Presentation (00:33:37 – 01:18:20)

- Margaret Sluyk provided an update on the Service Provider (SP) Roundtable and reported on the topics of discussion, as shown below.
  - The need for planned initiatives, such as data visualization, to continue to proceed, given the departure of Dave Kiff as Division Director. Roundtable members offer their assistance to ensure ongoing progress with initiative efforts.
  - A desire for increased transparency regarding changes that occur in funding, funding sources, and contracts that affect their agencies, and to be directly informed of such news in a timely manner by the Lead Agency.
  - The implementation of street outreach standards, and that dialogue should be initiated regarding perceived inequities in associated job assignments and pay ranges for similar work.
  - Continued funding from the State Homeless Housing, Assistance, and Prevention (HHAP) Grant Program is at risk, which may result in a substantial reduction in the availability of funding for service providers. Roundtable members would like a County representative to be a strong voice of advocacy to the State to represent providers' interests in preserving HHAP funding. Homeless Coalition members are also urged to contact state officials to advocate for continued HHAP funding.

Michael Gause commented that he has been an informal lead on the matter, but Melinda Rivera is the official DHS legislative lead, and is updated regularly on statewide talking points and advocacy.

DHS Director Rivera referenced additional funding streams that may become available to homelessness programs that could supplement and provide sustainability should cuts in HHAP funding occur, and shared the vision of homelessness programs becoming more revenue-generating through leveraging the ability to access tools such as the California Advancing and Innovating Medi-Cal (CalAIM) program.

- The lack of emergency shelters for youth, given the closure of Social Advocates for Youth (SAY), was identified as a gap in the system that needs to be filled.
- Guest presenter Antonio Vigil, a supervisor with Sonoma County Job Link, delivered a PowerPoint presentation detailing the history and mission of the Sonoma County Homeless Employment Program, a collaborative process initiated in 2021 that evolved from the efforts of a workgroup consisting of service providers and community organizations.

The presentation described the process for providers to quickly refer a prepared job seeker to a Job Link counselor, and highlighted the successes of the program, as well as of the recent March 2024 Homeless Job Fair, which featured free haircuts, gift cards, food, and refreshments, and garnered participation from nearly 30 employers.

- **Public Comment:** Michael Hilber, Ludmilla Bade, Teddie Bade

#### **7. Word from the Street (01:18:24 – 01:18:33)**

- No representative was in attendance to present this agenda item.

#### **8. Sonoma County Homeless Coalition (SCHC) Committee Membership (01:18:35– 01:25:15)**

- Araceli Rivera reported that the newly selected SCHC committee members are as follows:

- Coordinated Entry Advisory (CEA) Committee
  - Emily Quig, City of Rohnert Park
  - Sarah Vetter, Santa Rosa Community Health
  - Nathan Somersall, Dry Creek Rancheria Band of POMO Indians
  - Chessy Etheridge, Lived Experience/LEAP Board
- Homeless Management Information System (HMIS) Data Committee
  - Hua Su, Community Member
  - Stig Struve-Christensen, Volunteer
  - Nichole Bankson, Committee on the Shelterless (COTS)
  - Teresa Moore, HomeFirst
  - Jessica Wolfe, Lived Experience/LEAP Board
  - Maleah Giron, Dry Creek Rancheria Band of Pomo Indians
  - Amy Marshall, Lived Experience
- Strategic Planning Committee
  - Linda Maloney, Santa Rosa Junior College
  - Barry Peelen, Catholic Charities of the Diocese of Santa Rosa (CCSDR)
  - Monica Rhinaldi, Westwater Financial
  - Victoria Yanez, Lived Experience
- Funding and Evaluation (F&E) Committee\*
  - Steven Cahn, Community Member

\* Due to a lack of additional viable, non-conflicted candidates, one seat remains open, for future deliberation by the F&E Committee.

- **Public Comment:** Teddie Pierce

## 9. Continuum of Care (CoC) Competition Renewal Project Scoring Tool (1:25:18 – 1:45:14)

- Karissa White presented slides providing a comprehensive overview of the process involved in the CoC Competition, which awards competitive federal Housing and Urban Development (HUD) funding for homeless services and housing, renewable annually.

Information presented included allowable project types, review of FY2023 project priority listings, renewal scoring, scoring sections, and Scoring Tool Performance Measurements, among other aspects.

A CoC Competition Evaluation Workgroup was formed to determine ratings and rankings for project applications. Evaluations of renewal applications are now in progress for currently existing Permanent Supportive Housing (PSH) projects, in advance of HUD's release of a Notice of Funding Opportunity (NOFO), which generally occurs between May and June each year. The NOFO will list all project types that are eligible to apply as new.

Upon release of the NOFO, the Lead Agency will release a Request for Proposals (RFP), based on the NOFO criteria for new projects. Once the new project applications are evaluated, the Workgroup will provide their recommendations for renewal and new projects to the F&E Committee, with final ratings and rankings subsequently being determined by the HC Board.

Karissa White also reviewed the objective criteria and system performance measures details for employing the scoring tool, which is included the packet of meeting materials for each HC Board member. . Additionally, the presentation included a list of awards from the FY 2023 Sonoma County CoC Competition, indicating projects that will be up for renewal during the current competition.

Having previously received approval from the F&E Committee, the Evaluation Workgroup recommends approval of the 2024 CoC Competition Renewal Project Scoring Tool by the HC Board today.

Recusals were accommodated for HC Board members for whom the Evaluation Workgroup recommendation constitutes a conflict of interest. Subsequently lacking a quorum, one recused member was invited to return to the meeting, off-camera, muted, and without the ability to vote, to maintain a meeting quorum. Only non-recused members may vote on the item.

- **Motion:** Supervisor Coursey moves to approve the CoC Competition Scoring Renewal Project Scoring Tool.

**Second:** Kelli Kuykendall seconds the motion.

- **Public Comment:** None.
- **Roll Call Vote**

**Yes:** Dennis Pocekay, Kelli Kuykendall (proxy for Natalie Rogers), Supervisor Coursey  
Chris Coursey, Margaret Sluyk, Kristi Lozinto, Una Glass, Jackie Elward, Ron Wellander.

**No:** None.

**Motion is approved.**

Recused Board members were re-admitted to the meeting for the upcoming agenda items.

#### **10. Coordinated Entry Advisory Committee (01:45:16 –02:57:25)**

- Thai Hilton shared a slide illustrating that there were thirty-four (34) accepted Coordinated Entry Permanent Housing Referrals during the month of March, 2024.

Thai Hilton proceeded with a presentation about the Sonoma County Homeless Coalition's (SCHC) approach to subregional outreach and proposed guiding standards. Some details are referenced below.

- Participants in an associated working group were thanked for their significant investment of time and effort in developing the proposed standards.
- The subregional approach is in alignment with goals stipulated by the SCHC Strategic Plan. Street outreach is envisioned to provide representation for each geographic area of Sonoma County, eliminating duplication of coverage and implementing coverage where lacking.
- The subregional approach is housing focused in two regards: on housing readiness for clients who are working on becoming prepared for housing, and also on building rapport with clients who are not immediately interested in services within the system of care.
- Caseloads of 15-25 clients are anticipated for each outreach worker. Caseloads will include a mix of clients who are working on housing readiness, as well as those who are still in the rapport building and information sharing phase of outreach.
- Clients will have the ability to transfer from one caseload to another should they move to a different subregion, a process that is coordinated via the "By-Names List"
- The subregional approach will allow for data to be refreshed in a timely manner, will reduce the "bottleneck" than can occur from the time of housing referral to move-in, and will allow for improved connection with clients so they will not be missed when a housing option becomes available.

- Currently, no street outreach standards are established to guide that work in Sonoma County, and are needed to align a housing-focused approach across subregions.

Thai Hilton introduced two members of the working group, Emily Quig, Homeless Services Coordinator for the City of Rohnert Park, and Sasha Brown, Homeless Services Division Program Specialist, City of Santa Rosa. Each joined the panel to report on the working details and resulting benefits of the subregional approach as experienced, respectively, in Rohnert Park since 2020, and in Santa Rosa, as implemented in December, 2023.

Questions and comments were subsequently entertained among Board members, with particular focus on the details of the interrelated work of outreach providers between regions, on the prospective future roles and division of labor between the County staff and service provider agency partnerships, and on aspects of funding and pay equity.

Dave Kiff, DHS Homelessness Services Division Director, suggests that should the SCHC Board adopt the subregional street outreach model, the Coalition might consider opening a dialogue with the Sonoma County Board of Supervisors, County Administrator Christina Rivera, and DHS Director Tina Rivera to consider whether the County and service provider entities should continue to operate as one system, particularly with regard to subregional outreach and funding allocations. Supervisor Chris Coursey indicated his willingness to assist with initiating a conversation. Follow-up for any progress in this direction will be reported at the May 2024 HC Board meeting.

**Public Comment:** Ludmilla Bade, Michael Hilber, Adrienne Lauby, Teddie Pierce

- **Motion:** Martha Cheever moves to approve the item for subregional street outreach approach standards as presented by Thai Hilton.

**Second:** Margaret Sluyk seconds the motion.

**Abstentions or Objections:** None.

**Motion is approved.**

**11. 10-Minute Break (02:57:42 – 03:08:00)**

- 3:53 PM – 4:03 PM

**12. Homelessness Prevention Pilot (3:08:40 – 3:42:30)**

- Michael Gause introduced Mary Kate Johnson, Director of Regional Homelessness Prevention, of All Home, a Bay Area policy organization working to advance regional solutions for poverty and homelessness.

Mary Kate Johnson presented slides to provide a comprehensive overview of the philosophy, rationale, and concept for All Home's homelessness prevention strategy and program model. All Home is raising private resources to fund a Homelessness Prevention Pilot program. Grants, no-cost technology, and technical support will be offered to Bay Area counties engaging in their Homelessness Prevention Pilot.

Kelli Kuykendall, City of Santa Rosa, reported on the efforts underway related to the Sonoma County Prevention Pilot, which would serve all subregions of Sonoma County. The City of Santa Rosa and the County of Sonoma have each identified \$500,000 available for funding the pilot, and the City of Petaluma has identified \$300,000, for a total of \$1.3 million to be contributed from local funds, pending approvals. All Home proposes to match that amount with a contribution of \$1.3 million from their philanthropic funding resources, for a total of \$2.6 million for the two-year pilot program.

Bay Area Community Services (BACS) is currently coordinating the overall pilot program system for the City of Oakland, and could conceivably manage the online platform as a regional coordinator for Sonoma County.

Kelli Kuykendall indicated that informational flyers and an email to providers will be forthcoming to gauge local interest in the regional coordinator role, with a Request for Proposals (RFP) conceivably being developed should interest warrant further outreach.

Michael Gause reported that a Memo of Understanding and the financial commitment details for the project is anticipated to be presented to the Sonoma County Board of Supervisors at the June 4, 2024 meeting. Information about participation in the prevention pilot will also be provided to all seven Sonoma County cities.

**Public Comment:** John Baxter

### **13. Pre-discussion – SAY Lessons Learned (03:42:33 – 00:16:45, Recording #2)**

- Jennielynn Holmes opened a dialogue, abbreviated due to time constraints, to address the lessons learned and the gap in service created by the closure of Social Advocated for Youth (SAY). A more formal debrief can be accommodated at a later meeting.

Michael Gause offered a brief overview to share that he's been working with the SAY trustee, and efforts are in progress to transfer the Housing and Urban Development (HUD) contract for up to sixteen (16) displaced youth to Community Support Network (CSN), maintaining their housing and continuity of care. County staff are also working to secure housing for about ten (10) youth who are currently staying at Mickey Zane Place.

Michael Gause thanks Community Foundation Sonoma County for providing funding to bridge a gap in rent payments during the period of contract transfer. Some future opportunities for youth services funding are anticipated to be forthcoming through Measure O.

Board members expressed that they may not have yet sufficient information about the factors that resulted in the demise of SAY to be able to extract the cautionary tale, but more insight may be gleaned over time. However, conversation was engaged to discuss general ideas about proactive supports that could be implemented to prevent agency financial failures in the future.

Additional debrief and analysis will continue at an upcoming meeting. Board members are encouraged to email Jennielynn Holmes, Una Glass, Michael Gause, or Alea Tantarelli with specific points of discussion related to this issue to cover at the May 22, 2024 meeting.

**Public Comment:** Teddy Pierce, Ludmilla Bade

#### **14. Review Agenda for May Coalition Board Meeting (00:17:01 – 00:18:04)**

- Jennielynn Holmes shared a slide displaying the May 2024 Draft Agenda. Michael Gause commented that item #9, “Long-Term Funding & Stella M Discussion” is a placeholder, and may not be ready to present due to modifications being made to Stella M.
- **Public Comment:** None

#### **15. Board Member Questions and Comments (00:18:07 – 00:24:17)**

- Dannielle Danforth
- Jennielynn Holmes led the Board in an acknowledgement of Dave Kiff as the “right leader at the right time,” and in thanks and appreciation for his wealth of knowledge, skill, kindness, and leadership qualities that have graced the Homeless Coalition during his time as DHS Homelessness Services Division Director. Individual Board members also expressed thanks for their experiences with Dave. The HC Board wishes him well, though he will be greatly missed.
- **Public Comment:** None

#### **16. Public Comment on Items not on the Agenda (00:24:23 – 00:36:57)**

- Michael Hilber, Adrienne Lauby, Gerry La Londe-Berg, Ludmilla Bade, Victoria Yanez

**Adjournment: 5:15 PM**