

**CITY OF SACRAMENTO**  
**ANN LAND and BERTHA HENSCHEL MEMORIAL FUNDS COMMISSION**

**Summary Minutes of Commission Retreat**  
**Saturday, March 30, 1996**

**Commissioners present:** Gail Mancarti, President; Doris Chandler; Esther Lujan; Mona Mansfield; Valerie Reynoso; Frank Vitulli **Commissioners absent:** Leonard Williams  
**Staff present:** Careene Ezell

President Mancarti called the retreat to order at 8:10 a.m. and noted that the **purpose** of the retreat was to orient new Commissioners to the work of AL/BH; to plan for the remainder of 1996 and to discuss the future direction of the Commission.

**Retreat Outcomes:**

1. That there be consensus as to where we are going as a Commission
2. That we consider innovative, different ideas (e.g. addressing the concerns that there is an over concentration of homeless in some areas, etc.)
3. That we have a clear understanding of where we have been and where we are going as a Commission (e.g. that we all have a working and talking knowledge of the Commission...historical as well as decision making process, etc.)
4. That we address funding priorities and capacity to accomplish effective funding
5. That we consider different directions such as additional fund raising avenues, new ideas for funding possibilities.

**Historical Overview:**

President Gail started with copies of the initial wills and their provisions. Careene became a city employee in 1968 and gave a brief overview of the Commission.

Initially people came into the City Manager's office and asked the secretary for help. The secretary screened the case and then referred the case to a Commissioner. The Commissioner made a home call, determined the need and wrote a voucher for the merchant or landlord. The secretary distributed bus tokens if a person was in need of transportation.

In 1972 the Commission contracted with EARA (Emergency Assistance Referral Agency) to handle the funding. In 1980, EARA consolidated with Travelers Aid. Thus, our second sole contract was with Travelers Aid. In 1981, American Red Cross received a contract along with Travelers Aid. Episcopal Community Services joined in 1982.

The Commission was composed of 12 members and there were no term limits. In 1990 the composition changed to 8 members and term limits of no more than two consecutive six year terms was established. Gail noted that Sacramento is the only city in the state having such a commission.

The bequeaths require that the interest derived from the original bequest be used to help the indigent residents of the City of Sacramento. The wills also require that wreaths be placed at the gravesites of Ann Land and Bertha Henschel on the anniversary of their deaths each year. Ann Land's anniversary is December 30 (East Lawn cemetery at Folsom and 43rd), and Bertha Henschel's anniversary is August 18 (City Cemetery at Riverside and Broadway)

**Strengths brought to table by Commissioners:** In addition to strengths indicated in the 1995 retreat minutes are:

1. Good communication and consensus among the Commissioners
2. Willingness of Commissioners to embrace a long term public relations plan
3. Relationship with applicants is stronger as a result of revised application/bidders conference process and site visits
4. Willingness to make a difference by making the allocated funds as effective as possible

New Commissioner Valerie Reynoso brings fund raising and public relations experience and knowledge to the commission.

**Long Term Goals:** President Gail asked each of us to indicate where we felt the focus would be in 2001 and who we would be funding.

1. The focus and funding will be on teenage mothers
2. Ethnicity shifts with Hispanic and Asian populations being the majority populations in the city
3. With the increasing cuts in public funds (federal, state and local governments) there will be a need to create more "safety nets" (e.g. central point for housing, food, etc. one stop centers)
4. Individual giving patterns are changing and many individuals give to specific agencies/programs rather than to general community funds.
5. There will be a great need for services and do we direct funds to a single project or spread out among many; Also do we focus and /or encourage programs throughout the city or continue with central downtown concentration

**Grant Process:** We reviewed the 1995 funding priorities and agreed that with some modification the 1996 funding priorities are programs/services that:

1. are designed to increase the self-sufficiency of needy city residents
2. fill a niche **which may** not be served by other funders and/or social service providers
3. have an innovative approach to meeting the Commission's mission statement
4. have community support in the form of volunteers and in-kind contributions
5. serve an under-served population (e.g. working poor; single heads of household..grandparents, fathers, mothers, etc. as well as geographic needs)
6. network/work with other service providers to create efficiencies in serving clients.

**Application packet review/modification:**

It was agreed that in the application we will ask for several specific examples of collaboration among agencies. We will also indicate that ALBH will look favorable on funding an agency that directly collaborates with other agencies (e.g. one agency acts as a umbrella or sole source purchaser for many neighborhood food closets..particularly in the areas underserved/unserved)

It was also agreed that we will send a survey out with the application packets requesting comments/suggestions for modification/changes in the application packet.

**Allocation process review/modification:**

There was discussion as to whether we want to give relatively small amounts to a number of agencies or to give larger amounts to fewer applicants. We also agreed to retain the allocation level at \$100,000, but to consider a \$10,000 set aside for use as a "high risk pool" to enable us to provide some funding for newly created organizations/programs.

It was noted that we will take a one and one-half hour break for lunch on allocation day to give Careene more time to compile the Commissioners rating reports and develop the spreadsheet.

**Public Relations/fundraising/endowment growth:**

There was considerable discussion in this area.

- is Sacramento poverty data still available from the State Commission?
- we should consider inviting the Mayor and council members to our meetings.
- When we lay the wreaths at the gravesites we should invite the Mayor and City Council as well as recipient agencies, public and media
- we need to talk to the public about ALBH to raise awareness for future donations
- a feature article in the Bee by Nancy Weaver
- check with CSUS Communications Dept. and channel 6 about doing information pieces

**Fundraising and Public Relations Subcommittees**

President Gail asked Valerie to head up these two subcommittees. Frank, Doris and Esther volunteered to work with Valerie on both subcommittees.

**1996 calendar:**

- 15 May:** Next regular Commission meeting will have presentations by:
- Bina Lefkovitz on social services siting (30 minutes)
  - City Treasurer, investment briefing (approx. 1 hour)
  - area managers, areas of needs in neighborhoods
  - Grant H.S. Cadet Corps (Leonard's item--30 minutes)

**May, June, July site visits. Site visit forms due to Careene by 7 August.**

- 21 August:** Regular Commission meeting
- Debriefing.....site visits

- Set 1997 Calendar
- Subcommittee reports (Fundraising and publicity)

**18 Sept:** Bidders Conference  
--Commissioners convene at 8:30 a.m.  
--Bidders Conference at 9:30 a.m.

**20 Nov:** Annual Allocation Meeting

The meeting adjourned at 12:05 p.m.

Respectfully submitted,



Mona Mansfield  
Secretary  
396retreat.min