

HUMAN & COMMUNITY RESOURCES COMMITTEE

MINUTES OF THE MEETING

October 21, 2009

1. CALL TO ORDER

The Coachella Valley Association of Governments' (CVAG) Human & Community Resources Committee (HCRC) meeting was called to order on Wednesday, October 21, 2009 at 12:04 p.m. by Chairwoman Jean Benson, Councilmember, City of Palm Desert, at CVAG offices, 73-710 Fred Waring Drive, Conference Room 119, Palm Desert, California 92260-2516.

2. PLEDGE OF ALLEGIANCE TO THE FLAG OF THE UNITED STATES OF AMERICA

Chairwoman Jean Benson, Councilmember, City of Palm Desert, led those present in the Pledge of Allegiance.

3. ROLL CALL

A roll call was conducted and it was determined that a quorum was present.

MEMBERS PRESENT

Councilmember Paul Marchand
Mayor Pro Tem Karl Baker
Councilmember Patrick Mullany (*Vice Chair*)
Councilmember Lupe Ramos Watson
Councilmember Kristy Franklin
Councilmember Jean Benson (*Chair*)
Councilmember Ginny Foat
Leticia De Lara, Legislative Assistant

AGENCY

City of Cathedral City
City of Desert Hot Springs
City of Indian Wells
City of Indio
City of La Quinta
City of Palm Desert
City of Palm Springs
County of Riverside

MEMBERS NOT PRESENT

Councilmember Emmanuel Martinez
Mayor Pro Tem Alan Seman

AGENCY

City of Coachella
City of Rancho Mirage

MEMBER SEATS VACANT - NOT COUNTED FOR QUORUM

Agua Caliente Band of Cahuilla Indians
Cabazon Band of Mission Indians
City of Blythe

OTHERS PRESENT

Lauri Aylaian, Dir. of Comm. Dept.
Cindy Finerty, Mayor Pro Tem
Consuela Edmond, Tobacco Control Proj Dir.

AGENCY

City of Palm Desert
City of Palm Desert
Riverside County

Jeff Cherry, Assistant Planner
Roger Stendell
Silvia Gutierrez, Associate Planner
Charlie Myrick, Executive Dir.
Janet Moore, Dir. of Housing
Allen Howe, Asst. to the City Mng.
Edward O. Robertson, Principal Planner
Lee Husfeldt, Dir. of Neighborhood & Comm. Rlts.

City of Rancho Mirage
City of Palm Desert
City of Indio
American Heart Assoc.
City of Palm Desert
City of Cathedral City
City of Palm Springs
City of Palm Springs

CVAG STAFF PRESENT

Tom Kirk, Executive Director
Aurora Wilson, Community Resources Director
Amanda Keil, Management Analyst
Jacob Alvarez, Management Analyst
Diana Paz, Interim Program Assistant

4. **FINALIZATION OF AGENDA & ADDITIONS AND REVISIONS** – None

5. **PUBLIC COMMENTS** – None

6. **HUMAN & COMMUNITY RESOURCES COMMITTEE MEMBER AND DIRECTOR COMMENTS**

Councilmember Foat, City of Palm Springs, made a request that the food provided for this meeting be changed to other than sandwiches since she does not eat bread.

7. **CORRESPONDENCE** – None

8. **MEETING MINUTES**

MOTION WAS MADE BY COUNCILMEMBER PAUL MARCHAND, CITY OF CATHEDRAL CITY, AND SECONDED BY COUNCILMEMBER PATRICK MULLANY, CITY OF INDIAN WELLS, TO APPROVE THE HUMAN AND COMMUNITY RESOURCES COMMITTEE MEETING MINUTES OF SEPTEMBER 16, 2009.

MAYOR PRO TEM KARL BAKER, CITY OF DESERT HOT SPRINGS, ABSTAINED. THE MOTION CARRIED.

9. **SMOKING IN PUBLIC AREAS**

Lauri Aylaian, Community Department Director for the City of Palm Desert, gave a brief presentation on a valley wide approach correction towards increasing restrictions on

smoking in public places. Ms. Aylaian introduced Palm Desert's Mayor Pro Tem Cindy Finerty and Riverside County Tobacco Control Project Director Consuela Edmond to discuss smoking in public places in the Coachella Valley and address issues with health implications and local businesses.

Mayor Pro Tem Finerty reported that data, from a Desert Sun's Newspaper article on a study done by the Institute of Medicine in Washington D.C., demonstrates that second hand smoke exposure increases the risk of coronary heart disease and heart attacks; while smoking bands reduce the risk of heart attacks. According to the Centers for Disease Control and Prevention (CDC), secondhand smoke is believed to cause up to 69,600 early deaths of non-smokers from heart disease each year in the United States. Mayor Pro Tem Finerty added that smoking bans are working for 21 states and emphasized that smoking bans can work in these cities to clear parks, malls, restaurants, patio areas, and public buildings from smokers.

Tobacco Control Project Director Consuela Edmond stated that in January of 2006, the California Air Resources Board (ARB) identified secondhand smoke as a Toxic Air Contaminant (TAC). Ms. Edmond reported that one burning cigar contains up to 4,000 chemicals including butadiene, acetaldehyde, cadmium, formaldehyde, and arsenic of which all have been identified as toxic air pollutants and have known adverse health effects. Ms. Edmond also reported that a smoker's home may have nicotine levels that are on average 30 times higher than a non smoker's home; and according to an ARB study, nicotine concentrations in several different outside environments are comparable to those found in some smokers' homes. Ms. Edmond reported that when children are subject to secondhand smoke they are more susceptible to asthma and other respiratory infections. Ms. Edmond noted that about 131 communities in California have instituted smoking bans and have not resulted in loss of business. In addition Ms. Edmon reported on multi-unit housing and people raising the issue of their right to smoke in their home, and that studies have indicated that the drifting smoke into neighboring apartments is another supporting reason for smoking bans.

Executive Director of the American Heart Association Charlie Myrick encouraged the Committee to go to the American Heart Association Website at www.Americanheart.org and under the search engine type in "secondhand smoke" and they will find an audio presentation that was released on October 15th talking about the effects of secondhand smoke. The study is called the IOM Report and was conducted by the Institute of Medicine and the CDC.

A discussion ensued with questions regarding people's rights, affects on tourism, and the possibility of perhaps endorsing an Ordinance. A draft copy of an Ordinance of the City of Palm Desert to amend Chapter 8.36 Regulation and prohibit of smoking of the Palm Desert Municipal Code along with other news, fact sheets and sample smoking regulations were provided for the Committee to view and read.

A MOTION WAS MADE BY COUNCILMEMBER JEAN BENSON, CITY OF PALM DESERT, AND SECONDED BY COUNCILMEMBER GINNY FOAT, CITY OF PALM SPRINGS, TO TAKE THE ITEM TO EACH CITY COUNCIL AND CITY MANAGER FOR REVIEW AND BE BROUGHT BACK TO THIS COMMITTEE IN JANUARY 2010.

A roll call vote was taken with the following results:

<u>AGENCY</u>	<u>VOTE</u>
CITY OF CATHEDRAL CITY	NAY
CITY OF COACHELLA	ABSENT
CITY OF DESERT HOT SPRINGS	NAY
CITY OF INDIAN WELLS	NAY
CITY OF INDIO	NAY
CITY OF LA QUINTA	NAY
CITY OF PALM DESERT	AYE
CITY OF PALM SPRINGS	NAY
CITY OF RANCHO MIRAGE	ABSENT
COUNTY OF RIVERSIDE	AYE

THE MOTION DID NOT PASS WITH SIX NAYS, TWO AYES, AND TWO MEMBERS ABSENT.

10. INFORMATION ITEMS

A. COACHELLA VALLEY HEALTH COLLABORATIVE (CVHC)

Aurora Wilson reported that no report was received by the agency so this item will be moved to next month's meeting.

B. COACHELLA VALLEY REGIONAL HOUSING TRUST

Amanda Keil reported that the Coachella Valley Regional Housing Trust (CVRHT) has now met three times and is focusing on a plan to find funding to hire its own staff, as directed by CVAG's Executive Committee. Ms. Keil also reported that the first Chair of the Trust, Valarie Van Winkle of Canyon National Bank, resigned at the October 15th meeting. Fred Bell of Noble and Company was nominated and accepted the Chair position and Councilmember Steven Hernandez of the City of Coachella was nominated and accepted to replace Mr. Bell as Vice Chair. Ms. Keil also reported that Councilmember Foat is the Secretary and CPA Partner Steven Miller is the Treasurer.

Ms. Keil reminded the Committee that the CVRHT now meets at a regularly scheduled time: 10:00 a.m. on the third Thursday of each month at the CVAG offices.

Ms. Keil reported the Third Annual Housing Summit was a success with 174 attendees and a \$13,000 net income of which all will go towards the Trust's start up funds. Councilmember Marchand thanked Aurora and Amanda for all the hard work that was put into the Summit.

C. ATTENDANCE RECORD - An attendance record was included in member's agenda packet as an informational item.

D. ANNOUNCEMENTS

The next regular meeting of the Human & Community Resources Committee is scheduled* for 12:00 p.m. on Wednesday, November 18, 2009 at the CVAG offices, 73-710 Fred Waring Drive, Suite 119, Palm Desert, California. **(The Human & Community Resources Committee has a standing meeting date and time of 12:00 p.m. the third Wednesday of each month, with the exception of months August and December when CVAG Committees are dark.)*

E. COMMITTEE GOALS FOR FISCAL YEAR 09/10

Goal #1	Serve as a conduit for information related to all health and social service needs as well as issues associated with the current economic crisis. E.g., foreclosure assistance and unemployment rates, and take positive action, as deemed.
Goal #2	Given that Riverside County ranks 58 out of 58 California counties for lack of child care spaces, and whereas action from the HCR Committee two years ago to the Board of Supervisors resulted in the County amending its General Plan to recognize and add child care as an element—the HCR Committee shall serve as a conduit for information associated with child care and take positive action, as deemed necessary.
Goal #3	In as much as the following projects and/or programs were created through the efforts of the HCR Committee: the Coachella Valley Health Collaborative; Workforce Housing Trust; and, the Homelessness Committee—these items will be standing agenda items in order to keep the Committee reformed.

11. EASTERN RIVERSIDE COUNTY COMPLETE COUNT COMMITTEE

Jacob Alvarez gave a Federal update on behalf of Martha Rivas, Partnership Specialist for the US Census Bureau. Ms. Alvarez reported that as of November 1st, 2009, the Coachella Valley Census Partnership welcomed four new members to support the respected partners for a strong 2010 Census Campaign. Ms. Alvarez provided an update to the Partner’s Support Program (PSP) Application. He stated the Los Angeles Regional Census Committee has received over 1,800 PSP applications and as such the handfuls of applications in the Coachella Valley were approved for the fiscal year 2009. Partners who were denied was due to lack of funds however they have the eligibility and are encouraged to resubmit for the 2010 PSP application and are encouraged to fill out the 2010 application. Mr. Alvarez also provided a copy of the 2010 application which he reported that it will not be sent out in a PDF file and that this would be the only way that they may be able to receive the form.

Mr. Alvarez briefly explained the fiscal year 2010 PSP mandatory requirements.

- 1.) Partners and activities should promote and serve hard to count communities directly and they should be noted and highlighted within the application.

- 2.) Activities and promotional material funded through the PSP fiscal year 2010 must be scheduled between January 1st and March 31st of 2010. Any material that is used or requested before or after that time will not be approved
- 3.) Partnership specialist Martha Rivas must receive the new 2010 applications by November 11, 2010; 2009 applications will not be reviewed. The new 2010 applications that are submitted by November 11th will need Ms. Rivas signature before they are submitted to the Los Angeles Regional Council Center.

Aurora Wilson gave a brief County update. Ms. Wilson reported the County has the ADHOC Technical Advisory Group which met on October 8th and now has census website that people can access by going to www.rcsensus.org. Ms. Wilson also noted that the County has a Steering Committee in which Councilmember Ramos Watson and Councilmember Marchand are representing the Eastern Riverside County and rest of the County is represented by County Supervisor Stone and Councilmember Robin Lowe from Hemet. The first meeting of this Steering group will be held in November at the Animal Center in Cabazon. Mrs. Wilson added that new members are being added to the ADHOC group that consists of Jacob Alvarez, Ron Stewart from DPSS, and Ms. Wilson. Lastly, Mrs. Wilson reported that the County will be working to add census information on the back of the tickets of the upcoming County Date Festival.

Lauri Aylaian, City of Palm Desert, reported that the Complete Count Committee (CCC) had its first meeting two weeks ago and are focusing on gated communities and how to reach those individuals living in the gated communities. The CCC's next meeting will be Wednesday, October 28th.

Allen Howe, City of Cathedral City, reported that the CCC met on Monday for the third time and at that meeting the Committee came up with a Cathedral City Census Logo to hand out to local various groups in the City in order to promote the Census. The Committee also developed a two paragraph press release so that people can understand how the Census affects Cathedral City in particular. Their next meeting is scheduled for December 7th.

Anna Grandys, City of Indian Wells, reported that at the CCC's September meeting in Riverside, County Supervisor Ashley stated for every single person that is not counted they are estimating \$800 to \$1,000 per person that will not be apportioned to Riverside County for every year. Ms. Grandys also reported that Riverside County is the sixth hardest to count county in California.

Silvia Gutierrez, City of Indio, reported the CCC has been meeting and working since August. The CCC is composed of non-profits, churches, and local organizations. Ms. Gutierrez reported 12 applications were already submitted but based on the new information received by Mr. Alvarez regarding new applications the 12 applications will have to be resubmitted. Ms. Gutierrez also reported the CCC is working on reaching those hard to count areas. A Census article will be added to the City's October Newsletter and will provide a PowerPoint Presentation to City Businesses on Thursday to help reach those hard to count areas. She reported the CCC also established a Census booth at the Indio Celebration and was a success with about 200 people reaching the booth for information on the Census.

Elizabeth Toledo, Fourth District Office, reported that the County is focusing on the unincorporated communities and kicked off a CCC with 15 people representing local school districts, community clinics, and various Chambers and Community Councils, as well as CVAG representatives from neighboring cities. Ms. Toledo also reported that the CCC has initiated setting goals for the Census. The Coachella Valley Unified School District (CVUSD) has adopted Census Programs for the school's curriculum and will also work on incorporating counting sites and questionnaire assistance centers in their various schools. Ms. Toledo reported that at their later meeting, this afternoon, the CCC will do mapping to indicate all the hard to count areas.

Lee Husfeldt and Edward O. Robertson, City of Palm Springs, reported that the first CCC meeting was held this week and the next CCC meeting is scheduled for Tuesday, November 17th. Ms. Husfeldt questioned how the other cities are working with school districts to reach parents and hard to count areas. Mr. Howe stated the Cathedral City CCC has school principals attending the meetings and are getting involved on their own. Mr. Alvarez stated Ms. Rivas is working on Census in schools, however, private schools and colleges are different, so he suggested contacting Ms. Rivas for any question.

Mr. Alvarez reported on behalf of the cities of Desert Hot Springs and La Quinta who were not able to attend the meeting.

Mr. Alvarez reported that the City of Desert Hot Springs had a 2010 Census Presentation for their City Hall Meeting and is asking Ms. Rivas to give a similar presentation at their faith based organizations.

The City of La Quinta is currently planning their first CCC meeting.

12. ADJOURNMENT

There being no further business, the meeting of the Human & Community Resources Committee was adjourned at 1:03 p.m.

Respectfully submitted,

Diana Paz, Interim Program Assistant
Department of Community Resources (DCR)