Community Relations Commission

Regular Meeting Agenda
July 1, 2013
4:00 PM
Farmington Civic Center
200 W. Arrington

1. Call to order
   - Establishment of Quorum

2. Introduction of Guests — INFORMATION

3. Approval of Minutes — ACTION
   - June 3, 2013—Regular Meeting

4. Stand Down for the Homeless Grant Application — ACTION

5. Old Business — ACTION
   - 2012 Annual Summary Report

6. Commission Business — INFORMATION

7. New Business — INFORMATION
   - Citizens Input
   - No Complaints Received
   -

8. Adjournment

ATTENTION PERSONS WITH DISABILITIES: The meeting room and facilities are fully accessible to persons with mobility disabilities. If you plan to attend the meeting and need an auxiliary aid or service, please contact the City Manager's office at 599-1157 prior to the meeting so that arrangements can be made.

COMMUNITY RELATIONS COMMISION

Regular Meeting

June 3, 2013

Civic Center

Members Present: David John-Chairman; George Francis-Pro Tem Chairman; Al Garcia, Beth Volkerding and Charles Kromer

Members Absent: Leigh Irvin and Neil Johnson

Staff Present: Bob Campbell, Assistant City Manager; Joanna Oliver, Secretary

Guests Present: Greg Yees, Daily Times

CALL TO ORDER

Chairman David John called the meeting to order at 4:00 pm with a quorum of members present; the following procedures were duly had and taken.

APPROVAL OF MINUTES

Charles Kromer moved to accept the May 6, 2013 minutes as presented. Al Garcia seconded. Motion carried.

2012 ANNUAL SUMMARY REPORT

Bob Campbell reviewed the 2012 Annual Summary Report. After discussion, the Commission asked for a draft with the following changes – Add radio ads for KSUT, include CHAP start up outreach and more detail on the Somos Un Pueblo Unido. Al Garcia moved to table the approval of the Annual Report until next meeting, Beth Volkerding seconded. Motion passed.

OLD BUSINESS

None

COMMISSION BUSINESS

Chairman David John will be attending the Chamber of Commerce Board Meeting on June 12, 2013. He will also be on the Small Business Advisory Committee at the San Juan College on July 18, 2013. He stated that he would like to see the Commission put on some type of Fair/Food Festival for all the different cultures to come together. He asked Bob Campbell to look it to it and see if was feasible. He also stated that he would like to revisit the Navajo Human Rights Commission and see if they would like to work together.

George Frances reminded everyone that the CHAP meetings are held on Thursdays at 1:30 p.m. to 3:00 every other month. Their goal for the upcoming year is to take more action and get the

word out to the public. Also, they would like to address the City Council and the CRC more often.

FY14 BUDGET

Bob Campbell reviewed the upcoming FY14 Budget for the Community Relations Committee. The budget for the upcoming year has decreased from $20,000 to $10,000. He will look into pre-paying the Radio Ads with this year's funds and then the Commission can revisit this topic at a later date.

COMPLAINT

The CRC received a complaint from Roger Smith. Bob Campbell reviewed and it was determined to refer it to Workforce Solutions.

NEW BUSINESS

None

CITIZEN INPUT

None

ADJOURNMENT

Meeting was adjourned at 4:36 pm

_____ _____

David John, Chairman Joanna Oliver, Secretary

2012 Community Cultural Event Grant Program Application

Application Deadline:
Return to:
Cultural Event Grant Committee
Community Relations Commission
800 Municipal Drive • Farmington, NM 87401
Or fax to: 505-599-8430
Or submit via e-mail to: crc@fmtn.org

Priority Ranking_____
(Complete if submitting more than one proposal)

Date 21 June 2013 Organization Veterans of Foreign Wars (VFW) Post 218

Contact Person Beverly Charley / Ed Mangum, Qtr Master

Home Phone N/A Work Phone (505) 327-2182 Cell Phone (505) 947-2645

Address 5513 US Highway 64

City Farmington State N.M. Zip 87401

Applicant Description (tell us about your or your organization)

The San Juan County Veterans of Foreign Wars (VFW) #2182 in Partnership with the Veterans Administration Medical Center and The New Mexico Department of Workforce Solutions, Veterans Employment and Training Section (VETS) and San Juan College VA Resource Center, have united with other non-profit organizations to assist homeless veterans Friday, October 25, 2012 San Juan County "Stand Down" in Farmington, NM.

Stand Down is a military term originating from times of war when exhausted combat troops were given the opportunity to return to a place of relative security to rest and recover. Stand Downs today have become common as a means to care for and advocate for homeless veterans. Every day, like the soldier in combat, the homeless veteran must continue to do battle. His enemies often include lack of shelter, unemployment, physical and emotional difficulties, legal difficulties, substance dependencies and hopelessness on a daily basis creates a self-destructive cycle leading to complete withdrawal from mainstream American society. To aid homeless veterans in regaining their dignity and self-respect, our help is required - our organizations offer a 'hand up' not a 'hand out'. This year, our theme is "FREEDOM Brought to you by the American Soldier" The Stand Down event will be open to all homeless persons, not just veterans.

Event Title San Juan County Veterans Homeless Stand Down

Event Location Human Health Performance Center (HHPC), SJ College

Amount Requested $ 800

1. **Describe the event including its goals and a rough agenda of activities. 0-10 Point Value**
   Describe the event or activity and its goals. Paint a picture of what will take place at this event. Will it be an all day event, half-day event, several days? Describe your target audience. How many people do you expect? Will this be a new event? If you plan to enhance an existing project, spend time discussing exactly how it will reach a broader, more inclusive audience or incorporate a more multicultural content.

This will be a One, all day event. This will be our 2nd Annual Stand Down in our Community; Post #2182 will once again lead the participation in the Stand Down. We will have an open ceremony having dignitaries speak and open event. We expect at least 83 – 111 veterans as to 110 – 175 non veterans attending event. We will have 33-35 Supported Agencies attend. Showers, hot meals, haircuts and personal hygiene items will be available for services. Flu Shots will be available to Veterans and Non Veterans. There will be an emergency section by front door attend to such emergencies. There will be opportunity for Sleeping bags and clothes to be handed out.

---

2. **How is this event or activity inclusive, a celebration of ethnic traditions, or how does it contribute to the diversity of your audience? 0-10 Point Value**
   Why are you putting on this particular event? Elaborate on how this event will celebrate the cultural diversity of Farmington. How will it attract a broadly inclusive audience? Does it give an opportunity for participation to groups which might not otherwise have such opportunities? How will this event add to cultural offerings in Farmington? (Events which are specifically related to ethnic traditions and culture will be given higher priority.)

To better assist all homeless veterans and non-veterans with the opportunity to Re Integrate back into American Society. Stand Down is a military term originating from times of war when exhausted combat troops were given the opportunity to return to a place of relative security to rest and recover. Stand Downs today have become common as a means to care for and advocate for homeless veterans. Every day, like the soldier in combat, the homeless veteran must continue to do battle. His enemies often include lack of shelter, unemployment, physical and emotional difficulties, legal difficulties, substance dependencies and hopelessness.

---

3. **Who will be involved in the planning of this event? 0-4 Point Value**
   Describe who will be helping with the production of this event. Do community members outside of your organization or planning group support the project? (Include their statements of support and plans for involvement.)

San Juan County Supporting Agencies include: San Juan College, VA Administration, NMWC, PMS Veterans & Family Support System, VA Medical, VFW #2182 and other agencies. Support will also come from City of Farmington, City of Aztec, City of Bloomfield, and The Navajo Nation President who is also seeking support from all Chapter Houses.

As a whole each agency, has at least 1-2 persons involved in the Stand Down Committee, Last year support was received from Mayors, city Managers, and a proclamation from the Navajo Nation President pledging support.

4. What is your plan to implement this project: 0-4 Point Value
Give a step-by-step plan describing how your group will implement this project. **Attach a timeline to this application illustrating implementation of the event.**

November 2012 started implementing timelines and keeping Stand Down committee abreast with information. January 2013 – Acquired a Non Profit Agency, VFW Post 2182 lead operation. Started monthly committee meetings. April 2013 – Asked Health Human Performance Center (HHPC), San Juan College to be lead host. May 2013 – Turned in the letter for Grant. Started work on Flyer for event, sending out letters to merchant businesses asking for in kind contributions. Working on Fund Raiser for event. June 2013 – Committee lined up to ask for donations i.e. Water, hygiene items, dental items. July 2013 – Continue to outreach to public for donations, and financial support. August 2013 - September 2013 – October 2013 – Final preparations for event October 25, 2013. Hold After Action Review (AAR).

5. How will you advertise the event to the public to ensure attendance? 0-4 Point Value
Describe your advertising plan for the event, including the media you will use (e.g. flyers, door-to-door invitations, posters, radio announcements, etc). How will you describe the event to draw people in? How will you ensure you are reaching a diverse population? (For example, if you are planning to post flyers, will they be in both Spanish and English?)

Will utilize all media outreach to include the Internet, email, word of mouth, Radio Stations (American General Media), News Paper: Daily times, Navajo Times, Majestic Media, Talon, etc. Utilize support organizations: Veterans groups, Veterans Chapter houses, CHAP, CHIC, Homeless Shelters, PATH, and Exodus Peer to Peer Native Recovery, The Roof, Masada House, Totah Behavioral, and volunteers.

---

6. Describe the budget and the portion of it the planning group will contribute? 0-4 Point Value
State the anticipated cost of this event. How, specifically, will you use the grant funds? What other revenue/funding will you receive? How much money, in-kind donations and volunteer time will the planning group contribute? The greater percentage of contribution from your group, the higher the point value gained in this section. (Some contribution from the planning group is required to receive a grant. Contribution could be a monetary match, services donated by a business, or labor done by your group.)

Requesting the New Mexico Department of Workforce Solutions' Jobs for Veterans State Grant's (JVSG) application for the Homeless Veterans Reintegration Program (HVRP) Stand Down Grant asking for assistance of $7000, which we will not be receiving til event is over. Requesting donations and in-kind contributions from merchants and businesses. Raising funds i.e. selling pie cards thru Village Inn, holding Raffles. Applying for small grant funds from local corporations. Attending meeting i.e. Rotary of the San Juan East, CRC and other organizations who are interested in contributing and volunteering assistance. Last year in-kind contributions and donations totaled $9500.00 which covered all expenses and provided seed money for this years event.

7. How will you measure and evaluate the success of your event? 0-4 Point Value
By the number of people attending the event? By participant feedback? How will you gather participant feedback? By the diversity of the audience?

Measuring the Attendance and diversity of Clientele, by volunteer list. Generating feedback from all supporting agencies through a brief summary. "What we could do better" via a drop box.

8. Will this be an annual event? If so, what are your plans for future funding? 0-4 Point Value

This will be an Annual event. Our 1st consideration will be the Grant Request from the New Mexico Department of Workforce Solutions (NM DWS) Jobs for Veterans State Grant program (JVSG) to federally fund our Stand Down project. Will continue to hold raffles, conduct the sale of pie cards, and utilize the support agencies as an avenue to advertising community involvement. Continue to ask San Juan County residents and businesses to support this much needed event. Keep San Juan County informed, communicating using all supported agencies and groups to improve areas in need.

9. Proposed Project Budget—Provide a budget proposal and separately those items for which you will be requesting funding and those items which you and your group will be donating (volunteer time, in-kind donations). Value volunteer time at $10/hour. Value professional services at the rate they are normally charged. All labor and expenses must be directly related to the event. A final Project Budget will be required with your request for reimbursement after your event.

[redacted]

Materials/Vendors:	**Request**	**Your Group's Contribution**
1. Food	$ 4000.00	$ 1000.00
2. Water	$ 150.00	$ 75.00
3. Advertising	$ 500.00	$ 100.00
4. Transportation	$ 120.00	$ 120.00

Services:			
1. 35 Support Agencies	12 hours @	$ _____ /hour =	
	$ _____	$ _____	
2. Community Volunteers prep / coordination	12 hours @	$ _____ /hour =	
	$ _____	$ _____	
3. Hair cuts	4 hours @	$ _____ /hour =	
	_____	$ _____	

TOTALS	$ _____	$ _____
TOTAL PROJECT COST INCLUDING CONTRIBUTION		$ _____
PERCENT OF TOTAL	_____ %	_____

Estimate Developed by: Beverly Charley