



Meeting Notice

Board of Commission Meeting

Thursday December 16, 2021

VIRTUAL MEETING

1730 W. North Avenue

Milwaukee, WI 53205

5:30pm

If you are unable to attend this meeting, please call Abra Fortson @ 414-906-2720.

*NOTICE is hereby given that the Commission may convene in closed session to consider item (s) above pursuant to Section 19.85 (1) (b), (c), (e), (f), and (g) Wisconsin statutes, and may reconvene in open session to take action on items discussed.

***SDC Board of Commission Meeting
December 16, 2021
Virtual Meeting
1730 W. North Avenue
Milwaukee, WI 53206***

AGENDA

- | | |
|---|------------------------|
| 1. Call to Order | Chair, Elmer Moore Jr. |
| 2. Roll Call | |
| 3. Compliance with the Open Meetings Law | |
| 4. Public Comments | Information |
| 5. Adoption of the December 16, 2021 Notice & Agenda | Action |
| 6. Adoption of the December 16, 2021 Consent Agenda | Action |
|
<i>(Note: Board members may request the removal of items from the consent agenda; the item will then be placed on the regular agenda for discussion and action by the Board of Commission.)</i> | |
| 7. Adoption of the Board of Commission meeting minutes: | Action |
| • Approval of November 18, 2021 Meeting minutes | |
| 8. Chairperson's report – <i>SDC Board Chairman</i> , Elmer Moore Jr. | Information/Action |
| 9. CEO Report – <i>SDC Chief Executive Officer</i> , George P. Hinton | Information/Action |
| 10. Financial Report – <i>SDC Director of Finance</i> , Patrick Kirslenlohr | Information |
| 11. SD Foundation Update: <i>SD Foundation Chairman</i> , Al Smith | Information |
| 12. SD Properties Update – <i>SD Properties Chair</i> , Ossie Kendrix | Information |
| 13. Committee Reports: | Action |

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A. Program Planning & Public Policy:

December 2021 Briefing Paper Review:

Action

- BP2605
- BP2606
- BP607
- BP608

Information Only:

Information

- None

SD Foundation Briefing Papers October 2021:

- None

SD Foundation October Information Only:

- None

B. Budget Committee Report

Action

C. Governance Committee Report

Action

14. Legal Counsel Report *

Action

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15. **New Business**

Information

16. **Old Business**

Action /Information

17. **Announcements**

Information

18. **Adjournment**

Action



Social Development Commission

SDC Board of Commission Meeting

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Board of Commissioners, Virtual Annual Meeting
Thursday November 18, 2021

Call to order by Board Chair, Elmer Moore Jr. at 5:40 pm

Roll Call

Members present:

- Elmer Moore Jr.
- Nikki Purvis
- Terese Caro
- Matthew Boswell
- Glenn Carson
- Donna Brown-Martin
- Carlisa Harris
- Alfred Komolafe
- Ossie Kendrix
- Barbara Toles
- Kimberly Njoroge
- Bennet Rucka

Excused

- Dr. Valencia Brown
- Daniel Gomez
- Carlisa Harris
- Pardeep Kaleka
- John Jacobs
- Chia Youyee Vang
- TARP – Rosemary Holley

Absent

- None

Compliance with Open Meetings Law- Confirmed by Abra Fortson

Public Comments:

Adoption of October November 18, 2021 Notice and Agenda

Donna Brown Martin made a motion to accept the November 18, 2021 Notice & Meeting Agenda. The motion was 2nd by Terese Caro. The motion carried.

Adoption of November 18, 2021 Consent Agenda-

Barbara Toles made a motion to accept the November 18, 2021 Consent Agenda. The motion was Donna Brown-Martin. The motion carried.

Adoption of September 16, 2021 & October 21, 2021 Board of Commission meeting minutes:

A motion was made by Barbara Toles to adopt the meeting minutes from **September 16, 2021 & October 21, 2021**. The motion was 2nd by Terese Caro. The motion carried.

Board Chair Report:

SDC Board Chairman, Elmer Moore Jr. told the Commission that he would be issuing a formal letter to all appointing authorities urging the importance of attendance and their participation as sanctioned committed partners.

Elmer Moore said that he intends to donate to the SD Foundation to establish a book purchasing fund for the purposes of the Commission building its library. The first book will be The Color of Law by Richard Rothstein.

CEO Report:

SDC CEO Dr. George P. Hinton reported the following:

Dr. Hinton shared a mission moment video.

SDC Marketing Specialist, Chantell Sain reported that the SDC Newsletter reaches 42,000 people and was opened by 17,000. The open rate is at about 20% and had reached its highest in November 41%.

Ms. Sain said that the Pathways news letter goes out on a quarterly basis and provided a recap of the SDC Impact report for the 3rd quarter.

She asked that if SDC Commission members had not received any newsletters that they please alert her to ensure they are connected. She also encouraged the Commission members to be sure and share the newsletter within their sphere of influence, their constituency and their reporting authorities.

Ms. Sain reported to the Commission that edited footage of the 2021 Summit on Poverty had been uploaded to the SDC YouTube Channel. She said there were also Human-Interest stories.

Legal Counsel, James Hall asked if this might be a vehicle for informing appointing bodies as well. Ms. Sain responded yes, absolutely.

Dr. Hinton asked if commission members could help direct SDC to connect to the appropriate reporting authority contact. He would like to begin the year with updates.

Donna Brown-Martin asked if SDC was interested in reporting to the Council or speaking to the appointing authorities. Elmer Moore Jr. and Dr. Hinton responded, both.

Dr. Hinton then reviewed the 2022 CSBG & CSBG CARES APPLICATIONS: He stated that while both were approved under the meetings consent agenda, he still thought it prudent to review with the commission. He wanted to make sure they had seen the documents and he also encouraged that if there were any questions regarding the application, the commission could field them to him at any time.

Dr. Hinton reported that an opportunity for the SDC to participate in a Home Stabilization Program via The Wisconsin Community Action Programs Network. He said the program would be designed to help home owners who are struggling with taxes and other back dollars owed on mortgages. He noted that it may happen before the next board meeting. He said is currently examining what SDC would need to do to be cost prepared.

Lead Abatement & Healthy Homes:

Dr. Hinton reported that participating in this expanded program would allow SDC to expand the Absolute Advantage Program to fulfil the need for labor through the City of Milwaukee. The Lead contractor for this program would be Employ Milwaukee.

Commission Vice Chair, Nikki Purvis updated the commission that the Common Council is working on securing and solidifying the reporting requirements to ensure no compliance issues or surprises.

Children's Health:

Dr. Hinton reported that as SDC continues to entertain the partnership with Children's Health Services. The group is interested in putting some primary care and prevention clinics in the area. He reported that these clinics would attract more of the HMO side of business and that Children's Health has a motivation for prevention and mental health services as a goal.

Dr. Hinton reported that he was in Madison, WI today for a press conference as WISCAP Chair person. He testified as well to help bring more resources to address poverty.

Financial Report

SDC Finance Director, Patrick Kirslenlohr provided the following financial update:

- Provided an updated overview of SDC Financials. Nothing remarkable to report.
- Plans on adding more staffing to keep up with the demands of new money in response to pandemic resources coming into the agency
- Unexpected funding made it difficult to keep current.

- Doesn't anticipate this will be an issue moving into 2022.

Daniel Gomez noted that he is very proud that SDC hasn't had to tap into its line of credit due to its great stewardship of the funds allocated.

SD-Foundation:

SDC Board Chair took a moment to appeal to the Commission and guest to consider SD Foundation as a worthy recipient when making their contributions during the upcoming "Giving Tuesday" campaign.

Dr. Chia Vang inquired about any specific skill-sets the SD Foundation Board looks for when considering its candidates. Dr. Hinton said he would have someone from the foundation reach out to answer that question.

SD Properties:

SD Properties Chairman, Ossie Kendrix provided the following report:

Milestone:

- Rooftop units at North Ave. installed.
- Milwaukee Plate Glass all windows installed
- 9004 W Lincoln Ave occupancy permit Completed
- 9004 W Lincoln Painting bid awarded
- 9004 W Lincoln Carpet bid awarded
- Damaged conduit on roof completed
- 9004 W Lincoln Ave paint colors selected
- 9004 W Lincoln Ave carpet colors selected
- Chase Ave painting completed

Activities:

- Ordered office cubicle for Vita at Chase Ave
- Quorum Architects working on floor plans
- Working on insurance handbook for USI
- Looking for used office furniture and cubicles for 9004 W Lincoln
- Waiting for quotes for VAV system for RTU#4 at 1730 W North Ave

Challenges:

- Lead times for carpet and office furniture for 9004 W Lincoln Ave
- Space allocation at 9004 W Lincoln Ave
- Parking lot lighting at North Ave repairs.

Committee Reports:

All committee actions were passed under consent agenda

HR Committee:

The following policy updates were approved under consent agenda as recommended by the SDC HR Committee:

SDC HR Committee Recommended approval for SDC Human Resources to advance employee benefit selection options for 2022

Policy Edits & Updates:

Meal and Rest Breaks (18)

Employees who work more than six (6) hours per day may take a ~~30~~ 60-minute ~~(30-minute unpaid and 30-minute paid)~~ meal break each day. ~~If a nonexempt employee is required to work through a meal break, he or she will be paid for the 30-minute unpaid period.~~ Employees are also entitled to one 15-minute rest period during each continuous four hours of work. Employees may combine the rest breaks to create a 60-minute (30 minute unpaid and 30 minute paid) meal break each day. Meal and rest breaks will be scheduled and approved by the department supervisor or manager.

Introductory Employment Period (18)

Every employee's initial three months of employment constitutes an initial employment training period. The employee's performance may be reviewed and evaluated in writing by the supervisor prior to the end of this period.

If an employee's performance is considered unsatisfactory by their supervisor during the first three-month period, the employee may be terminated. In cases where performance is not sufficiently satisfactory ~~to merit regular status~~, nor sufficiently lacking for immediate dismissal, the initial employment period may be extended up to an additional three months.

With the approval of Human Resources, the supervisor may complete a performance improvement plan and the employee's performance will be re-evaluated at the end of that time to determine employment status.

~~Employees who are transferred or promoted to a new position are subject to an initial employment training period in the new position unless approved by Human Resources. Employees may utilize their accrued benefits. The initial employment period may be extended by the same number of days when accrued benefits are used.~~

Vehicle Operator's License (23)

All employees whose job description requires driving a motor vehicle must have a valid driver's license and provide a copy to the Human Resources Department. Whenever such license is suspended or revoked, the employee must notify the Human Resources Department in writing **within 24 hours**. Traffic offenses must be reported within 24 hours or the next business day. Failure to notify the Human Resources Department shall be grounds for disciplinary action up to and including termination of employment. Annual driver check will be performed for all positions that require driving **a motor vehicle**. Employees must meet the ability to be covered by the agency's liability insurance.

Holidays (42)

All regular full time and part time employees are eligible for holiday pay. Temporary status employees including summer employees are not eligible for holiday pay.

The following holidays are observed by the agency:

- New Year's Day
- Martin Luther King Jr.'s Birthday
- Good Friday
- Memorial Day
- Juneteenth Day**
- Independence Day
- Labor Day
- Thanksgiving Day
- Friday After Thanksgiving Day
- Christmas Eve Day
- Christmas Day

If a holiday falls on a Saturday, it is observed on the preceding Friday; if it falls on a Sunday, it is observed on the following Monday.

Holiday hours will be paid in accordance with the employee's normal work hours. In all cases, employees will receive the holiday(s) off in the week in which it occurs (exceptions to be approved by the supervisor and HRD) and be paid for the same number of hours they would have normally worked in that week. Employees may not work 40 hours plus receive holiday pay.

Employees whose normal work week is less than 8 hours per day will receive pay for their normal work hours for the holiday regardless of the day of the week on which the holiday falls (i.e. a person who normally works 4 hours per day on Tuesday, Wednesday and Thursday and a holiday falls on a Wednesday, they will be paid 4 hours for Wednesday and work the rest of their normal schedule).

Employees who have an unauthorized absence the day before or the day after a holiday will not be paid for that holiday.

If a program or site is open for business on a holiday, the employee who is required to work that day will be allowed to take another day off within 30 days after the holiday (exceptions may be made) or a day off prior to the holiday if that day off is in the same SDC pay period as the holiday.

One Voice Media Policy:

One Voice Media Policy and Guidelines

SDC seeks to provide clear, concise and consistent communications. All media inquiries should be channeled through the Marketing, Outreach and Communications Department (MOC). This policy was established to describe the agency's position with respect to interacting with media outlets. The agency has a One Voice Policy for any communication, statements and/or interviews with respect to SDC business, programs, and the Board of Commissioners (BOC). In order to provide consistent messaging, there will be one spokesperson on behalf of the agency. The Chief Executive Officer (CEO) will speak on behalf of the agency and the Chair of the Board of Commissioners will speak for the BOC. These will be the only authorized spokespersons unless otherwise determined and authorized by the CEO, BOC Chair and/or MOC Team.

Any contact (email, phone call or in-person) initiated by any media outlet, on any topic (crisis, agency policies, programs and/or services, client stories, etc.), will be directed immediately to the MOC team. If unavailable, the Executive Support Manager should be contacted. If neither is available, the inquiry is to be routed to the CEO. The CEO, MOC team and/or Chair will control all messaging. All media contact is to be managed by the aforementioned contacts.

1) Social Media Acceptable Use

The agency encourages employees to share information with co-workers and with those outside the agency for the purposes of gathering information, generating new ideas, and learning from the work of others. Social media provide inexpensive, informal, and timely ways to participate in an exchange of ideas and information. However, information posted on a website is available to the public and, therefore, the agency has established the following guidelines for employee participation in social media.

Note: As used in this policy, “social media” refers to blogs, forums, and social networking sites, such as Twitter, Facebook, LinkedIn, YouTube, Instagram, and Snapchat, among others.

- I. **Off-duty use of social media.** Employees may maintain personal websites or web logs on their own time using their own facilities. Employees must ensure that social media activity does not interfere with their work. In general, the agency considers social media activities to be personal endeavors, and employees may use them to express their thoughts or promote their ideas.
- II. **On-duty use of social media.** Employees may engage in social media activity during work time provided it is directly related to their work, approved by their manager, and does not identify or reference agency customers, or vendors without express permission. The agency monitors employee use of agency computers and the internet.
- III. **Respect.** Demonstrate respect for the dignity of the agency, its customers, its vendors, and its employees. A social media site is a public place, and employees should avoid inappropriate comments. For example, do not use ethnic slurs, personal insults, or obscenity, or use language that may be considered inflammatory. Even if a message is posted anonymously, it may be possible to trace it back to the sender.
- IV. **Post disclaimers.** If an employee identifies himself or herself as an agency employee or discusses matters related to the agency on a social media site, the site must include a disclaimer on the front page stating that it does not express the views of the agency and that the employee is expressing only his or her personal views. For example: “The views expressed on this website/blog are mine alone and do not necessarily reflect the views of my employer.” Place the disclaimer in a prominent position and repeat it for each posting expressing an opinion related to the agency or the agency’s business. Employees must keep in mind

that if they post information on a social media site that is in violation of company policy and/or federal, state, or local law, the disclaimer will not shield them from corrective action.

- V. **Competition.** Employees should not use a social media to criticize the agency's competition and should not use it to compete with the agency.
- VI. **Confidentiality.** Do not identify or reference agency clients/customers, or vendors without express permission. Employees may write about their jobs in general but may not disclose any confidential or proprietary information. For examples of confidential information, please refer to the confidentiality policy. When in doubt, ask before publishing.
- VII. **New ideas.** Please remember that new ideas related to work or the agency's business belongs to the agency. Do not post them on a social media site without the agency's permission.
- VIII. **Links.** Employees may provide a link from a social media site to the agency's website during employment (subject to discontinuance at the company's sole discretion). Employees should contact the MOC department to obtain the graphic for links to the agency's site and to register the site with the agency.
- IX. **Avoid statements about the agency's future.** The agency is subject to public records law and has various funding sources; therefore, writing about projected growth, grant awards, future services or plans must be appropriately managed and communicated by the MOC department.

2) Programs and Services

- I. Employees who are directly contacted by a reporter for comment as an expert on topics relating to their program areas or expertise must not answer any questions or make any statements. Instead, they should immediately direct the reporter to SDC's Marketing, Outreach and Communications Department for comment.
- II. All SDC employees must contact the MOC department and have approval before agreeing to an interview.
- III. If program managers or employees need to generate media coverage about a program, event, achievement, or any activity relating to the agency, they must complete a marketing request form and seek assistance from the MOC team. The MOC department has access to extensive media contacts and will work with staff to coordinate publicity or visibility for programs, events, or newsworthy issues.

3) Media

- I. Members of the media must obtain permission from the marketing department in advance to photograph, film, report or broadcast live from SDC property.

4) Emergency/Crisis

- I. In the event of a major crisis, it is essential that an effective communications plan be put into effect to disseminate timely, accurate information and to ensure that inquiries are routed to the appropriate sources.
- II. In the event of an emergency, the executive team along with the Marketing, Outreach and Communications Department is responsible for the development and dissemination of all communications. The priority will be on maintaining timely and open communications with the staff, stakeholders, and media, providing complete and accurate information that has been confirmed about the emergency/crisis situation and SDC's response to the crisis at hand.

- 5) **Corrective Action.** Violations of this policy may result in corrective action up to and including termination of employment.

Note: Nothing in this policy is meant to, nor should it be interpreted to, in any way limit your rights under any applicable federal, state, or local laws, including your rights under the National Labor Relations Act to engage in protected concerted activities with other employees to improve terms and conditions of employment, such as wages and benefits.

Legal Report:

No Report

Old Business:

Ben Rucka stated that he was awaiting a response on this request for an email and phone line. SDC Executive Support Manager, Abra Fortson reported that the e-mail had been sent confirming his connections earlier in the week but that since SDC was away during the summit, the outlook system had crashed. She asked for his patience in re-sending the communication to him.

New Business:

None

Adjourn: Motion by Vice-Chair Nikki Purvis; 2nd by Commissioner Terese Caro Motion carried.

The meeting adjourned at 3:25p



December 2021

Briefing Papers for Action/Information

Social Development Commission

BP	Funder	Services/Program	Due Date	Request	Refunding/ New/Continuation
Action Items					
BP2605	Greater Milwaukee Foundation	Food Pantry	November 29	\$50,000	Refunding
BP2606	Milwaukee County BHD	Substance Abuse	N/A	\$50,000	New
BP2607	Wisconsin Department of Administration	WI Help for Homeowners	N/A	TBD	New
BP2608	WISCAP	Vaccination Outreach	Nov 22	\$184,000	New
Total				\$284,000.00	
Information Only					
	None			0	
Total				0	

Social Development Foundation

BP	Funder	Services/Program	Due Date	Request	Refunding/ New
Action Items					
	None				
Total				0	
Information Only					
	None			0	
Total				0	

2021 Status-to-Date

Agent	Total # of requests	Total \$ requested	Total # awarded	Total amount awarded	New awarded	Total pending	Amount pending	Total denied	Amount denied
Agency-wide	85	\$34,311,864	40	22,732,852	\$7,886,215	26	\$5,972,098	17	\$4,333,421
SDF only	34	\$897,000	7	\$178,250	\$69,250	13	\$212,500	11	\$410,000

Administration Metrics As Of Nov 2021

Accounting

Revenue

\$8,195,435

Program Expenses

\$8,194,035

Net

\$1,400

Net position

\$1,786,353

Planning - Proposals

Awarded 40

Pending 26

Denied 17



\$34,311,864

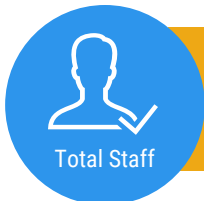
Total Awarded Funding



\$7,886,215

New Funding

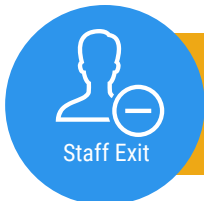
Staffing



Total Staff



New Staff



Staff Exit

Quality

Training

- CAP60 for 3 staff
- SM-Apply 15 Staff from Community Advocates

Customer Service Monitoring

- 908 Surveys Collected
- 58% Reported being highly satisfied with customer service
- 38% Reported being satisfied with customer service
- 1% reported being Dissatisfied with customer service

Marketing

Email Marketing



- 7 emails sent to 41k customers
- Email open rate 27%

Social Media Marketing



- Facebook | 39 posts
 - Reach: 6.5k people
- Instagram | 34 posts
 - Reach 762 people
- LinkedIn | 33 posts
 - Reach 535 people
- Twitter | 32 posts
 - Reach 2.1K people

Web Site Marketing



- 41K Website visits
- 18.8K New users to the site.

Agency Dashboard

Programs Metrics As Of November 2021 (Year To Date)

Career Service

Vocational Skills Certifications

Skills Enhancement
9

Absolute Advantage
29

ChefStart
23

25
Job Placements

Education Service

Adult Education

509 HSED
109

Computer Skills Training
68

TAB Testing
127

40
Obtained Highschool Diploma

Emergency Service

Food Pantry



1,848
Individuals Served

369
Families Served

Rental Assistance



3,847
Awards

\$24.9 Million
Amount Paid Out

Residential Services

Families Served

Wearthization
529

Furnace Repair
148

Lead Safe Program
51

Neighborhood Improvement
5

Nutrition Services



3,225
Individuals Served

768,047
Meals Served



Financial Services

VITA Tax Service

Taxes Filed

4,690

Financial Literacy

Students

172

Senior Services

Youth & Family Services

Mental Health & Wellness Services

Senior Companions

Volunteers
37

Hours Donated
27690

Foster Grandparents

Volunteers
37

Hours Donated
27690

Case Management

129 Individuals

Prevention/Education

163 Youth

Recreation

343 Youth



Mental Health Clinic

Prevention Participants
694

Received Counseling
44



Crisis Counseling

Calls Made
5320

In Person Meeting
1319



Benefit Enrollment

Health Insurance
52

Food Share
25

Prescription Ast
13



Lead Outreach

Resources Provided To Homes
19

Individuals Tested For Lead
28