

MINUTES OF THE COMMUNITY ENGAGEMENT TASK FORCE, IN REGULAR MEETING OF MONDAY, FEBRUARY 6, 2023 AT 5:30 PM, MUNICIPAL CENTER I, HERITAGE ROOM 300, 50 E CIVIC CENTER DRIVE, GILBERT, ARIZONA

MEMBERS PRESENT: Iya Affo; Chris Curley; Katie Hackett (*attended virtually*); Amy Holstein; Javier Rodriguez; Christine Sabel; Sean Warren; and Suzanne Lunt, Alternate

MEMBERS ABSENT: Alexandra Rodriguez and Heather Watts

STAFF PRESENT: Council Liaison Kathy Tilque, Staff Liaison/Volunteer and Community Resources Manager Melanie Dykstra, Assistant Town Manager Dawn Prince, and Deputy Town Clerk Judy Martinez

GUESTS PRESENT: Kathleen Dowler with Dignity Health

CALL TO ORDER

Vice Chair Warren called the meeting to order at 5:35 p.m.

PLEDGE OF ALLEGIANCE

Vice Chair Warren led the Pledge of Allegiance.

ROLL CALL

Volunteer and Community Resources Manager Dykstra called roll and declared a quorum present. Alternate Lunt arrived at 5:57 p.m.

WELCOME AND INTRODUCTIONS

There were no guests in attendance.

TASK FORCE MEMBER WARM UP – ENERGY CHECK-IN AND WEEKLY HIGHLIGHT

The members participated in a warm-up exercise by sharing a compliment they had received that was memorable.

AGENDA ITEMS

1. Consider approval of the minutes of the January 9, 2023 meeting.

A MOTION was made by Member Holstein, seconded by Member Sabel, to approve the minutes of the January 9, 2023 meeting. *Motion carried 7-0.*

2. Review and discussion of priority area of Mental Health and Suicide Prevention

Kathleen Dowler, Director of Community Health at Dignity Health, acted as the facilitator and reviewed the prior exercises of the Community Engagement Task Force (CETF) which brought them from 78 ideas to 22, then discussed how the group created themes, prioritizations, and timelines. She reviewed the top recommendations that were previously identified and the smart goals from the prior meetings. She noted there would need to be a type of quantifiable measurement somewhere down the road, even if it could not be calculated immediately.

She noted that the three top recommendations were:

1. **Mental Health/Suicide Awareness Campaign**
2. **Information on Services and Resources**
3. **Mental Health/Suicide Prevention Services**

The CETF discussed ideas under the three top recommendation areas listed above.

RECOMMENDATION NO. 1: MENTAL HEALTH/SUICIDE AWARENESS CAMPAIGN

Mental Health/Suicide Awareness Campaign - T-Shirt Campaign

Facilitator Dowler asked the group if the t-shirt campaign should be part of the final recommendations/proposed action items.

Vice Chair Warren stated it was like “low hanging fruit” and that young people may wear them, which would be good for exposure.

Facilitator Dowler asked the group if it should be included or moved off.

Member Affo said she was not sure, and asked about the messaging.

Member Curley asked if that was the first item that would be presented.

Member Sabel said that it could be used at schools and worn by students and promoted through student councils and other groups.

Member Curley stated he liked the idea but did not feel the group should lead the recommendations to Council with the t-shirt campaign.

Member Holstein agreed, adding it was only one piece of a recommendation.

Chair Hackett stated it would be embarrassing to start with the t-shirt campaign and questioned how it would impact the general public.

Facilitator Dowler noted that prior discussions suggested putting a Quick Response (QR) code on the t-shirts.

Member J. Rodriguez said it liked the idea and noted the possibility of selling them in May, which he said was Mental Health Awareness Month, and possibly have the proceeds go to nonprofit organizations.

Member Affo asked if the t-shirts should be sold; she thought they would be free.

Member Sabel suggested working with a marketing team to help with those details.

Chair Hackett stated it was important to work out those details first, before it was recommended.

Facilitator Dowler stated it was possible to leave the t-shirt campaign on the list, but to note the need to determine what the shirts would say and if they were to be sold.

Facilitator Dowler asked if the Town had a marketing team.

Staff Liaison Dykstra stated it would be the Gilbert Digital department, but that it may not be in their scope. She said the recommendation could be to explore a t-shirt marketing campaign and how that would be used, noting the possibility of putting 988 on the shirts or a QR code.

Facilitator Dowler noted the t-shirt idea was a part of a campaign and not a separate campaign.

Member Affo stated the shirts should be given away and questioned who would buy them.

Member Curley asked if Council would have follow-up assignments, noting it was the CETF's job just to make recommendations.

Council Liaison Tilque stated the Council would hear the CETF's recommendations, most likely in a Study Session, but the Council may ask for more information or assign tasks later.

Member Affo asked if there was funding available, noting if so, the Council could want the funding to go elsewhere.

Council Liaison Tilque reported there may be a small amount of funding available through grants, but said if the CETF thought some funding was needed for something specific, they could ask for it.

Member Curley reiterated that the CETF was just guiding and coming up with ideas, not executing them.

Facilitator Dowler asked again if the t-shirt idea should be left in, and if so, should it be changed to t-shirt promotion instead of campaign; the group agreed.

Mental Health/Suicide Awareness Campaign – Quick Response (QR) Code

Facilitator Dowler discussed the group's idea of using a QR code for social media, marketing, and possibly on t-shirts. She noted it was listed as a midterm recommendation (1-2 years) and asked if that could go to the Gilbert Digital Team.

Vice Chair Warren discussed the idea to put the QR code on bus stops.

The group discussed how it must be available beyond social media, since not everyone had phones, computers, or used social media. It was noted that fliers, cards, and physical was to incorporate the QR code would be needed.

Mental Health/Suicide Awareness Campaign – QR Code

Facilitator Dowler discussed the group's Mental Health Monday idea, adding that it was suggested to be done on a consistent basis such as weekly or monthly.

Member Curley stated he liked once a month; others agreed. He added that if they were done as planned social media posts, they could be done more often if desired and could be done with the marketing team as well.

Member Sabel suggested that the recommendation would be to have consistent message being sent, and the Council/Town could determine the frequency.

Staff Liaison Dykstra suggested the recommendation of mental health messaging, with frequency to be determined weekly or monthly.

Mental Health/Suicide Awareness Campaign – Promoting Individual Stories

Facilitator Dowler discussed the idea of promoting individuals' stories, noting this idea could also be included with Mental Health Mondays, if the group desired. She said there were many good story opportunities, then discussed keeping a cultural awareness aspect to it and stated therapy was not the same for everyone.

Alternate Lunt stated that sharing these stories would help to reduce stigma.

Vice Chair Warren asked that the possibility of a podcast be added to the list.

Chair Hackett asked about the status of having a resource fair, stating it did not have to be a fair, but a way to bring providers together.

Staff Liaison Dykstra said that idea would be discussed under the next recommendation group.

Chair Hackett discussed the Night of Hope event against sex trafficking and said they had a website with organizations listed. She said that Gilbert was the first city to adopt the Not in Our City /Anti-Human Trafficking Proclamation, and there were shirts that went along with that cause. She said it was very similar to that, and there were other organizations already doing it.

Member J. Rodriguez stated he went to listen to Chair Hackett speak and share her story at a recent event, adding that the church that hosted the event had a mini-fair with booths. He said it did resonate more when you heard a story in person.

Member J. Rodriguez questioned the idea of having a “well-produced video”, adding iPhones could produce videos of good quality.

Member Sabel stated the term “well produced” just meant good quality and with a thought-out, complete story.

Staff Liaison Dykstra stated the Town had done Manager's Minute videos with iPhones and there were done well, adding videos could be produced affordably.

Vice Chair Warren suggested having digital booths that could be moved throughout the town where people could go in and tell their stories.

Mental Health/Suicide Awareness Campaign – Public Service Announcement

Facilitator Dowler asked about the public service announcement recommendation.

There were no comments.

Mental Health/Suicide Awareness Campaign – Proclamation

Facilitator Dowler noted the group’s proclamation recommendation. She asked if that was already being done.

Staff Liaison Dykstra said this proclamation had been done in the past by request, but it was not an automatic thing that was done regularly. She and Council Liaison Tilque stated the CETF could request that it was done as a regular item annually.

Alternate Lunt stated the proclamation could also be done in conjunction with the lighting of the water tower.

Mental Health/Suicide Awareness Campaign – Gilbert Good Business Designation

Member Sabel asked if this initiative could be done with the Chamber of Commerce.

Member Affo stated she thought the Good Business idea was the most powerful recommendation.

Facilitator Dowler said the idea was to create a recognizable sticker that would be seen by people coming in to apply for jobs, but also visible to other business who may ask about the program and how to be involved.

General Discussion

Member Holstein asked what order the items would be presented in, noting she was having trouble with the order and prioritization. She thought the idea of being a “good business” or “good school” could come first, then everything else after.

Facilitator Dowler noted the list compiled from the past CETF meetings was not in any particular order; it was the group’s task to prioritize it.

The group asked how the information would be presented to the Council.

Council Liaison Tilque said she thought it would be presented in a Study Session in the Council Chambers with a PowerPoint presentation. She said the group could

choose a spokesperson, but everyone on the CETF could attend and help answer questions. She suggested no more than 45 minutes total, including discussion and questions after.

Alternate Lunt asked if there was a date in mind to make the presentation.

Council Liaison Tilque stated no date was selected yet, but said it would be a month or more after the group finalized everything.

Assistant Town Manager Prince agreed that after it was ready, it would need to be scheduled and may take months depending on the scheduling of other meetings.

RECOMMENDATION NO. 2: INFORMATION ON SERVICES AND RESOURCES

Information on Services and Resources – First Responder Resource Cards

Facilitator Dowler asked if there were any new comments for resource cards.

Staff Liaison Dykstra asked if the group wanted separate cards with mental health resources instead of the cards currently used that had a variety of resources.

Vice Chair Warren stated that if people needed one resource, they may also be in need of others as well.

Member Sabel said if separated, staff or officers would have to carry several different types of cards.

Facilitator Dowler noted that it did sometimes help to have resources listed together, agreeing that people often needed more than one resource. She said it may be a good idea to think about how the cards were to be used, but not necessarily separate cards.

Vice Chair Warren stated that the resource card idea could possibly be linked to the Gilbert Good Business idea.

Member Holstein stated some individuals may not know what they need or be able to get through resources or dial different numbers. She suggested one navigator could help make the determination of what services were needed.

Member Affo asked if a navigator would be available 24 hours a day.

Member Holstein agreed with the need for 24 hour services and said they could maybe identify what was available 24 hours on the card, noting that Solari was 24 hours and could help link people to services. She said an organization called “My 24/7” group should be added.

Information on Services and Resources – Advertisements on Gilbert (Town) Vehicles

There were no additional comments or ideas added.

Information on Services and Resources – Publications

Vice Chair Warren asked if the idea was to create a publication or highlight something in an existing publication.

Facilitator Dowler stated she believed their idea was to add mental health resources or stories in a publication to keep people engaged, such as The Daily Independent.

Member Holstein suggested the idea that a Gilbert Good Business could write about their success so it was not coming from the group, but coming from the community.

Member Curley stated they could share information and success stories in existing publications.

Alternate Lunt asked if articles could be linked on the Town’s website.

Staff Liaison Dykstra stated yes, they could consider linking them on the resource page or on a separate page.

Information on Services and Resources – Resource Fairs

Facilitator Dowler asked about the new comments for the resource fair idea and if it should be done annually or on a regular basis.

Chair Hackett asked if the Town had one scheduled already.

Staff Liaison Dykstra stated something was in the works, but the idea was to have it included with something else to increase exposure.

Member Holstein stated having mental health resources included with other programs helped to normalize it and reduce the stigma.

Information on Services and Resources – Flyers, Newsletters, & Brochures

Facilitator Dowler noted again that not everyone used social media or had a phone and that printed materials were needed.

Member Affo discussed how there were often areas with lots of flyers in a central location on some reservation communities.

Vice Chair Warren noted Gilbert had a growing senior population and suggested to be mindful of seniors too.

RECOMMENDATION NO. 3: MENTAL HEALTH SERVICES

Mental Health Services – Connect Church and Secular Groups with Navigator

Facilitator Dowler questioned if this idea was different than a Town of Gilbert navigator and could that be achieved with training.

Alternate Lunt stated that the Town should be the navigator.

Member Sabel stated this could also be done by partnering with churches and other groups.

Chair Hackett said there would need to be one main person who oversaw the navigators and train them, noting that churches had a lot of volunteers who could be navigators.

Facilitator Dowler asked about sustainability and a train-the-trainer component.

Mental Health Services – Town of Gilbert Navigator as Connection to Resources

Member Holstein noted the possibility of having an internship with those going into the mental health field.

Member Affo stated that idea would allow them to have a secular piece, noting the need to go beyond churches.

Member Sabel noted the idea of a partnership with college and university programs.

Member Hackett agreed that volunteers could be used as navigators and not paid.

Staff Liaison Dykstra noted the need to define what the navigator's responsibility would be, whether to connect people to resources or to be the resource.

Vice Chair Warren asked how many navigators Gilbert had.

Staff Liaison Dykstra stated there was one navigator and it was not 24 hours a day.

Facilitator Dowler asked about calling it "outreach worker" instead of a "navigator".

Staff Liaison Dykstra stated she liked the "outreach worker" term and for them to be knowledgeable of resources that were available.

Mental Health Services – Increase Availability to Therapists and Mental Health Providers

Facilitator Dowler noted that Gilbert had a small grant budget and asked if this was an area funds could be used for.

Member Affo advocated for new wording of this recommendation, stating everything did not have to be in the Western medicine vein. She spoke of examples such as Gilbert's Angels therapy with dogs.

Facilitator Dowler suggested adding "cultural-specific alternative therapies".

Member Holstein discussed the difficulty of being able to find and hire therapists. She also advocated for using different ways of achieving therapy or getting helping. She said she thought the particular goal was setting the Town up for failure and was not achievable. She reiterated that "increase availability" should be taken out of the recommendation.

Chair Hackett also spoke of bringing awareness to the alternative ways of therapy. She discussed her own work experiences of having to be creative and moving away from traditional talk therapy, because of lack of available therapists.

Member Affo reinforced the need for alternative therapists and discussed bringing in trauma-informed education. She said trauma could be its own thing, it was not just about going to a therapist for talk therapy.

Member Holstein discussed the idea of being "healing centered".

Member Affo discussed how Wisconsin was a trauma-informed state and said, as a result, teen pregnancy and other things had gone down. She said that was how you built a community.

Chair Hackett stated that businesses should also be trauma-informed.

Facilitator Dowler stated it could start a little movement that could sustain itself.

Member J. Rodriguez stated he liked the idea of “healing centers.”

Member Affo stated she would like to see trauma-informed as a separate recommendation, noting that municipalities, schools, and other groups could get trained. She said there were experts who would provide trainings for free.

Mental Health Services – Family Advocacy Center

Facilitator Dowler stated this was something the Town was working on, but asked if there were additional thoughts.

General Discussion

Chair Hackett stated it was previously noted that Gilbert Leadership was doing some initiative with mental health. She asked if that had been determined.

Staff Liaison Dykstra stated Gilbert Leadership was revising their plan.

Assistant Town Manager Prince stated the group was presenting a new idea, but it would still be focused around mental health.

Facilitator Dowler stated the next steps would be finalizing the recommendations, then deciding on the order and who would be presenting.

Council Liaison Tilque stated she hoped the entire CETF would be there, one to present and then others could be there to assist. She noted there would be no voting on anything during a Study Session, but that the Council wanted to hear ideas, but any action would have to come later.

Vice Chair Warren asked if there was someone for mental health on Gilbert Police Department.

Member Curley spoke of how other cities have teams and discussed de-escalation.

Staff Liaison Dykstra discussed how Gilbert created the Crisis Response Team, (CRT) but it was not 24/7.

Assistant Town Manager Prince stated things were still in process with the CRT.

Vice Chair Warren stated there could be some overlap that the CRT could help with.

Staff Liaison Dykstra stated the CRT was building up to a team of four who were working with a navigator, adding the navigator's focus was currently on homelessness. She said the navigator and CRT was working to close the loop and follow up with individuals.

Council Liaison Tilque noted the Town was also exploring working with the Solari group. She said the City of Mesa had a counselor who was in dispatch and they also had mobile units and could dispatch someone there. She said Mesa funded mobile units in-house. She said Mesa dispatchers asked questions and then connected individuals to a navigator or outreach person, and she thought it was 24/7, but was not sure. She said the CETF could recommend investigating that possibility, then noted that Gilbert Police Department was looking into what would be needed in Gilbert. She said it may be more helpful to suggest researching a particular program or something specific, more than just saying to get a navigator.

Assistant Town Manager Prince stated that officers were there for a different specific purpose, but would help to get individuals to a different group whose core mission was to help. She said that the Town partnered with nonprofits who were the professionals in those areas so that the officers could do their work/purpose.

Council Liaison Tilque agreed that officers were not trained to the level to go deeper in those areas.

Member Curley stated that officers were trained in de-escalation though.

Staff Liaison Dykstra stated that de-escalation training was part of Crisis Intervention Training (CIT).

Council Liaison Tilque noted a recommendation could be that they continue to add to the Crisis Response Team (CRT) program.

Chair Hackett stated she thought Solari was set up to work with Gilbert already.

Council Liaison Tilque stated the Town could reach out to Solari for mobile units but were not imbedded.

Staff Liaison Dykstra stated that Solari was initially tasked in managing the 211 System, and it was not 24/7 and had reduced due to lack of funding. She said the group started working with municipalities and expanding later and already had a group managing calls, but were now looking at how they could be more effective and add to partnerships with other cities. She noted Solari was funded very heavily with the County.

Chair Hackett asked how that could benefit Gilbert in its efforts.

Council Liaison Tilque suggested recommending a more formal partnership with Solari, or like business, that would provide in-house assistance with 911 and mobile units, or something of that nature.

Member Affo asked about statistics with mobile units, noting she had seen issues with them and timing in the past.

Member Holstein stated that mobile units were great if available in the moment of crisis. She noted that children were always the priority. She said if an individual was in immediate crisis, often there was a wait and the person would leave or decline service. She discussed the need for greater accessibility, adding that if it was done in-house and the person was in Gilbert, they may get assistance faster. She recommended to model some sort of crisis mobile team, maybe not a specific service, for speedier intervention support.

Facilitator Dowler noted the group could recommend multiple lines of support.

3. Discussion and assignments of action items for Community Engagement Task Force (CETF) members

Staff Liaison Dykstra stated she would create a document that captured the recent changes made and to help the members prioritize the order of the recommendations.

Member Holstein asked about using SharePoint where members could add notes and make changes that others could see.

Alternate Lunt requested at least having the members put numbering into a document to help prioritize and then compare.

Staff Liaison Dykstra stated she would clean up the recommendation document first and then send with a survey form to the CETF members.

COMMUNICATIONS FROM CITIZENS

None.

FUTURE MEETING SCHEDULE AND TOPICS

Future agenda topics may be requested and compiled for a list of potential agenda topics; however, the merits or details of the items may not be discussed until placed on an agenda.

There was no additional discussion.

COMMUNICATIONS

Report from Council Liaison on current events.

Council Liaison Tilque reported that she had met with the organization For Our Town, a nonprofit with the goal of bringing the community together. She said during a strategic planning meeting that the nonprofit wanted to use the CETF pillars to guide their direction and were willing to help take on some of those facets to help Gilbert. She noted they were a small nonprofit without staff, but wanted to help.

Report from Staff Liaisons on task force assignments and current events.

Staff Liaison Dykstra thanked those from the CETF who participated in recent community events including Vice Chair Warren and Member Watts helping with the Point in Time (PIT) Count, Alternate Lunt with the Martin Luther King, Jr. Parade, and Chair Hackett with the volunteer fair and speaking at an event through CeCe's Hope. She said the next big Town initiative was the community-wide food drive throughout February. She noted the next CETF meeting would be to finalize the first set of recommendations; next would be deciding on the next focus area.

Vice Chair Warren asked if a survey on the CETF's next focus area could be sent at the same time as the survey to help rank the priorities from the first recommendation.

Alternate Lunt asked where the next meeting would be.

Staff Liaison Dykstra stated it would be a Municipal Center I, but the specific room would be decided later.

Report from Task Force Members on current events.

Alternate Lunt announced the birth of her new grandchild.

Chair Hackett stated she would be participating in a Not In Our City event called Night of Hope in Tempe with churches and other organizations on Friday, February 10, 2023. She stated she would send the information to Staff Liaison Dykstra.

Staff Liaison Dykstra encouraged the group to attend, but said to let her know if anyone was planning on attending so she could post a Notice of Possible Quorum for the CETF if needed.

ADJOURN

Chair Hackett adjourned the meeting at 7:29 p.m.

ATTEST:

Katie Hackett, Chair

Melanie Dykstra, Staff Liaison