

MINUTES OF THE COMMUNITY ENGAGEMENT TASK FORCE, IN REGULAR MEETING OF MONDAY, MARCH 6, 2023 AT 5:30 PM, MUNICIPAL CENTER I, TOWER ROOM 146, 50 E CIVIC CENTER DRIVE, GILBERT, ARIZONA

MEMBERS PRESENT: Chair Katie Hackett; Vice Chair Sean Warren; Members Chris Curley, Amy Holstein (*attended by phone*), Alexandra Rodriguez, Javier Rodriguez, Christine Sabel, Heather Watts; and Alternate Suzanne Lunt

MEMBERS ABSENT: Member Iya Affo

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: Spencer Speale, Citizen and Business Owner

CALL TO ORDER

Vice Chair Warren called the meeting to order at 5:38 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. *Chair Hackett and Members Holstein and Watts were absent at the start of meeting.*

Member Holstein and Member Watts joined the meeting at 5:56 p.m.

Chair Hackett joined the meeting at 6:27 p.m.

WELCOME AND INTRODUCTIONS

Spencer Speale, guest and Gilbert business owner, introduced himself.

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

The members participated in a warm-up exercise by sharing one of their greatest strengths.

AGENDA ITEMS

1. Consider approval of the minutes of the February 6, 2023 meeting.

A MOTION was made by Member Sabel, seconded by Member Curley, to approve the minutes of the February 6, 2023 meeting. *Motion carried 5-0. Chair Hackett and Members Holstein and Watts were absent at the time of the vote.*

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

Council Liaison Tilque summarized the goal of the meeting, stating that Staff Liaison Dykstra had sent them information compiled from the Community Engagement Task Force (CETF) members' previous exercises, with the goal to decide if they had captured what was needed and felt comfortable with the recommendations and the order. She said the CETF would present this information to the Council in April 2023. Staff Liaison Dykstra confirmed that the presentation was scheduled for April 4, 2023 in a Council Study Session.

Vice Chair Warren asked what made a good presentation.

Council Liaison Tilque suggested the speakers briefly explain the process and how they decided on a topic, note that it was their first area of focus, and then quickly mention all the topics they learned about through speakers and presentations. She suggested a high-level summary of any priorities and then to ask for feedback throughout the presentation, not wait until the end. She suggested not getting specific on who was doing what, but maybe have a summary identifying if funds were associated and if they may be asking for money from the Town, adding the Council needed to understand the next steps and if they wanted the CETF to come back at a certain time with more information. Staff Liaison Dykstra and Council Liaison Tilque recommended about a 20 minute presentation, leaving time for questions after.

Staff Liaison Dykstra shared the following statement as their Activity Outcome Goal, which she said was sort of like their thesis statement: "increased awareness and use of available resources – taking away the stigma of mental health and talking about it." She said it seemed like with resources, the question would be were the resources available, and if so, knowing where people could go to get to them.

Members Holstein and Watts joined the meeting at 5:56 p.m.

Staff Liaison Dykstra reviewed the top actionable priorities of:

1. mental health/suicide prevention services
2. mental health/suicide awareness campaign
3. information on services and resources

Staff Liaison Dykstra discussed the 2019 Needs Assessment and said she reviewed and compared it to the CETF's recommendations. She found the CETF's recommendations fell into Recommendations 1, 2 and 9 of the 2019 Needs Assessment, noting that gave more credence to the fact that what the CETF identified was relevant. She highlighted the actionable steps for the recommendations and asked the group to identify anything that was not captured, things that should be removed, and to consider what could make the biggest impact in the community. She asked the group to think about who they should be partnering with and who could offer support. She discussed recommendations with schools and provided an example.

Alternate Lunt said churches had resources regarding grieving and mental health, noting that different faith groups had different types of support.

Member A. Rodriguez agreed that bereavement support was offered by some churches.

Member Watts said she went to a Question, Persuade, Refer (QPR) training offered by the Gilbert Leadership Academy on suicide prevention and said it was quick, informative, and very effective.

Vice Chair Warren asked how the Town found out about new entities or organizations.

Staff Liaison Dykstra discussed the East Valley Resource Coalition that met quarterly; she said if they knew about new entities, they would invite them, adding it was mostly for non-profit groups but private entities were difficult to know about.

Member Curley asked how Member Watts knew about the QPR training. Member Watts replied from a friend. The group discussed the importance of word of mouth.

Member J. Rodriguez asked about the QPR training from the Gilbert Leadership Academy and discussed the need to consider if programs were sustainable or not, especially if those were parts of ideas recommended to the Council.

Staff Liaison Dykstra and Assistant Town Manager Prince spoke of a project at the Riparian Preserve with a mural and a 10-stop “hope walk” with messages of hope there.

Member J. Rodriguez said that places like Gilbert Memorial Park Cemetery offered grieving support as well as post and pre-planning services.

Council Liaison Tilque spoke of the Question, Persuade, Refer (QPR) training, asking if it was specific to suicide; Member Watts confirmed.

Council Liaison Tilque asked if there would be a way to take shorter versions of that messaging out into the community, such as at churches. She said she was looking at how they could take topics and develop some consistent messaging that could be easily shared.

Member Watts stated that could be done with specific topics such as grieving, anxiety, and depression.

Council Liaison Tilque suggested creating a calendar of topics and list of resources.

Vice Chair Warren said it could be incorporated with Mental Health Mondays.

Member Watts said she thought that idea was great to bring to churches. She noted that her church was uncomfortable with the specific topic of suicide, but it was supportive of focusing on mental health.

Council Liaison Tilque said the messaging should not get into any specifics, only spreading those messages briefly in hope of helping others.

Staff Liaison Dykstra asked about the next subtopic of professional navigation services, asking the group if they missed anything.

Vice Chair Warren asked how the navigator was funded.

Staff Liaison Dykstra said it was funded as a pilot with Community Development Block Grant CV3 (CDBG-CV3) funds as a one-time opportunity, but they were proposing to fund it with the ongoing available CDBG funds. She discussed differences in navigator services and outreach, noting the navigator was the go-between with the crisis response team. She said the current navigator was through a nonprofit doing case navigation for individuals experiencing homelessness.

Vice Chair Warren asked if the need for a navigator could be filled with one person who could cover it all, or did they need to look at funding multiple navigators.

Staff Liaison Dykstra said they did not have a lot of data, but said she would list it as “navigator services” instead of just navigator.

Alternate Lunt asked what CIT should stand for; Staff Liaison Dykstra said it was Crisis Intervention Training (CIT) and discussed it briefly.

Member A. Rodriguez said CIT training should be a requirement.

Council Liaison Tilque said it could be a suggestion to the Council for all public safety employees to have the CIT training.

Staff Liaison Dykstra continued through the recommendation list, asking about the topic of trauma-informed services. The group discussed its meaning and how it could mean different things. Staff Liaison Dykstra said she could check with Member Affo on the specifics of trauma-informed services.

Member Holstein discussed trauma-informed care being part of patient and resident care, but the trauma-informed approach was different; she said it was more about practice and meeting people where they were at.

Member A. Rodriguez said it was just a lens or way to approach someone, not a box to check.

The group discussed if Mental Health First Aid (MHFA) was more relevant to the recommendation.

Staff Liaison Dykstra added the note of knowing how to approach someone in crisis and MHFA on the list.

Vice Chair Warren asked how long the MHFA training was; Member Holstein said about 8 hours.

Staff Liaison Dykstra discussed how the MHFA training that was recently offered to Town of Gilbert staff.

Council Liaison Tilque and Vice Chair Warren said MHFA could be a suggestion or requirement for a “Good Business”.

Staff Liaison Dykstra continued through the recommendation list, asking about the outreach worker recommendation and if anything was missed.

Council Liaison Tilque asked if the outreach worker would be a Town staff member; Staff Liaison Dykstra said no, her understanding from the original conversation and recommendation of the Task Force was it would be someone from the community.

Vice Chair Warren noted he was part of a campus safety team and said those groups would benefit from MHFA training as well.

Council Liaison Tilque noted there was a faith summit every year, adding they gave out information during it, but there was rarely any action. She said that could be an event opportunity to give out information, and it could come out as a recommendation from the CETF.

Staff Liaison Dykstra confirmed the idea was to expand the faith summit to include some of those available tools, like MHFA.

Member Watts reiterated that the Question, Persuade, Refer (QPR) training was brief, yet effective and powerful. She said maybe the MHFA training could be condensed.

Staff Liaison Dykstra discussed the Advocacy Center, asking for additional comments.

Council Liaison Tilque discussed the importance of having an area if someone did not know where else to go that they could get resources. She discussed a lobby or courtyard area that felt safe in the Advocacy Center with information available.

Staff Liaison Dykstra said it could be similar to the Heritage Center, a space for organizations to use for offering services.

Chair Hackett discussed her experience with drop-in centers, stating as her hometown grew, they added other centers and then you could make an appointment for additional help. She said it was probably more of a navigator service.

Council Liaison Tilque stated when someone had the courage to go for help, it was important that help was there in that moment or you may never get them back. She said the Advocacy Center located by the Police Department was a good place to start, adding the Center would be able to do testing and offer services there as well.

Staff Liaison Dykstra continued working through the list, asking about alternative therapies such as cultural or equine therapies. The group discussed comprehensive trauma centers and said that some states had quite a few. Member A. Rodriguez said most places that offered alternative therapies in Arizona were private.

Vice Chair Warren said one natural channel to get out information was through homeowners' associations (HOAs). Chair Hackett also noted information could be shared through apartment complexes.

Council Liaison Tilque discussed how the Council Subcommittee on Communications was seeking information from the public on how they wanted to receive information.

Council Liaison Dykstra stated the Town tried to get HOAs to register with the Town, but it had been difficult and there was no direct line to them.

Staff Liaison Dykstra continued through the list, discussing mental health providers.

Member Sabel said that Chandler/Gilbert Community College had a work force development area and would probably have some internships.

Member A. Rodriguez said that Arizona State University and Grand Canyon University had counseling and social work degrees. She discussed that they could potentially partner with Gilbert.

Staff Liaison Dykstra continued through the list and discussed the Gilbert Good Business designation, asking if there was anything to add.

Council Liaison Tilque said one of the CETF's recommendations for a Gilbert Good Business was to be a mental health peer, or the Town could ask for them to complete MHFA training, adding they could get a sticker after to display in their business. She said they could also ask the Chamber to Commerce to be involved of keeping track and managing the program and then updating the Town.

Vice Chair Warren noted they had discussed giving businesses some resource cards to hand out, and the businesses could promote what the Town was doing as well.

Member J. Rodriguez noted that the month of May was Mental Health Awareness Month and asked what the Town was doing to commemorate that.

Council Liaison Tilque said the Town was probably doing a proclamation and that there was also an internal staff newsletter that would likely mention it.

Staff Liaison Dykstra stated Gilbert also did a Suicide Prevention Proclamation in September as well.

Vice Chair Warren stated perhaps the faith community could do training and a business designation as well.

Alternate Lunt asked if businesses could be a safe place or safe harbor, like an identified place for someone to go to for resources.

Chair Hackett noted that having a webpage where the Good Businesses were listed could also be an incentive for them to join.

Staff Liaison Dykstra continued through the list, asking about the public service announcements (PSAs) and video storytelling piece previously recommended.

Council Liaison Tilque asked the CETF members if their suggestion was that the PSAs and storytelling piece would be done by the Town or by partnering with someone.

Chair Hackett suggested the Town doing it; there were discussions on cost.

Council Liaison Tilque said the Town did have a digital government team, but they would have to see how it fit and if the need would warrant an additional position.

Staff Liaison Dykstra said with PSAs that staff could possibly create content but to think about how it would be shared, such as through radio, at schools, and other means.

The group discussed the importance of social media and possibly even podcasts.

Council Liaison Tilque said that all radio and television stations had to do a certain amount of PSAs, but it would not be possible to control getting in their queues or dictating them. She reinforced the need for a marketing calendar and scheduling.

Member Sabel stated they may need to bring in a consultant.

Member J. Rodriguez said the digital team could be asked and then decide if they had the capacity to do it.

Staff Liaison Dykstra agreed with the need for a calendar for messaging and to be consistent, then noted the need for other means besides virtual or electronic.

Staff Liaison Dykstra continued with the list, asking about the t-shirt campaign. She said she liked the idea of wearing them at schools as part of an inclusivity piece. She said perhaps some of the Gilbert Good Businesses could sponsor the shirts; then said there was potential to build a lot of awareness through shirts, similar to the breast cancer awareness campaign.

Council Liaison Tilque cautioned not to get into too many details with marketing during the presentation to the Council, that the message was to do marketing and be consistent.

Staff Liaison Dykstra discussed other ways of marketing including the resource cards and getting the resource guide out to more people and in more places. She noted the direction to add other languages and making sure they were available at accessible spots.

Staff Liaison Dykstra continued with the suggestions, asking for feedback on the idea to place a code or sign on Town vehicles. She said the garbage trucks were used in a recycling campaign by Gilbert and perhaps they could be used for these campaigns as well.

Staff Liaison Dykstra discussed the upcoming Resource Fair on March 24, 2023.

Alternate Lunt discussed having some alternative types of business, such as the goat yoga owner at the events in the future.

Staff Liaison Dykstra discussed condensing the information that would be provided to the Council and adding important features, like listing services that were open 24 hours per day. She confirmed that the groups top three actionable recommendations were:

1. mental health suicide prevention services
2. mental health suicide prevention
3. information on services and resources

A MOTION was made by Vice Chair Warren, seconded by Chair Hackett, to approve the top three actionable recommendations as presented and to arrange them into a format to be presented to Council. *Motion carried 7-0; Member Watts was absent at the time of the vote.*

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

The group discussed who would present at the Council meeting. The group asked Member Holstein if she would present; Holstein agreed. Member A. Rodriguez volunteered to present as well. The other members were also encouraged to attend and to be recognized. Staff Liaison Dykstra repeated that the presentation would be at the Council Study Session on April 4, 2023.

4. Review of survey results and discussion of next area of focus

Staff Liaison Dykstra shared a slide with the next possible topic areas as identified in the survey given to the CETF members.

The top priorities for a next topics were:

1. Human and sex trafficking
2. domestic violence
3. homeless and low income
4. Gilbert as a kind, welcoming, and inclusive community

Member Sabel asked if the group was supposed to get through the other four topics in the remaining year. She said she thought the assignment was for two years and the first topic took a full year.

Council Liaison Tilque said the other topics may go faster, but the CETF did not have a definitive end date. She said it was up to the group when to end.

Staff Liaison Dykstra said they may need to bring experts in again and have more presentations, but it may go faster with the other recommendations. She said she may need the CETF to do more homework outside of the meetings though and would be asking for feedback, recommendations, or contacts.

Chair Hackett asked if they could meet more often if needed; Staff Liaison Dykstra said yes.

A MOTION was made by Vice Chair Warren, seconded by Member J. Rodriguez, to accept the order of the next CETF subjects as presented. *Motion carried 7-0; Member Watts was absent at the time of the vote.*

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 announced that the Council Subcommittee on Communications would be hosting three Town Halls and the dates would be the morning of Tuesday, March 7, 2023 at the University Building; the night of Wednesday, March 8, 2023 at Municipal Center I; and the morning of Saturday, March 11, 2023 at Power Ranch. She said she hoped those who could not attend would take the online survey.

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

Staff Liaison Dykstra highlighted community events in the members' packets including the 23rd Annual East Valley Health and Wellness Expo on March 18, 2023 and the Town-sponsored Resource Fair on March 24, 2023 at Gilbert Regional Park. She asked the group to read the highlights and report from the AZ Town Hall Sessions.

Vice Chair Warren asked how the Community Food Drive went for 2023. Staff Liaison Dykstra provided some numbers but she said it would be announced at the Town Council meeting on March 7, 2023, adding the numbers were a bit less than the year before and may have been due to weather, but the results were still good.

Report from Task Force Members on current events.

Member J. Rodriguez discussed an upcoming breakfast for veterans, then asked for more resources on the Mental Health First Aid training.

ADJOURN

Chair Hackett adjourned the meeting at 7:28 p.m.

ATTEST:

Katie Hackett, Chair

Melanie Dykstra, Staff Liaison