MINUTES
CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY (CalMHSA)
ADVISORY COMMITTEE MEETING

November 15, 2013
Sacramento, California       San Diego, California       Santa Rosa, California
Chico, California            Los Angeles, California      Mammoth, California

MEMBERS PRESENT
Maureen F. Baumann, Advisory Committee Co-Chair, CalMHSA Vice President
Kurt Schweigman, Bay Area Region
Justin Louie Lock, Central Region
William Arroyo, Los Angeles Region, CalMHSA Member
Darlene Prettyman, Los Angeles Region
Donna Ewing Marto, Southern Region
Donna Jensen, Superior Region

MEMBERS ABSENT
Michael Kennedy, Bay Area Region, CalMHSA Member
Robin Roberts, Central Region, CalMHSA Member
Keris Jän Myrick, Los Angeles Region
Ann Roberts, Central Region
Jerry Wengerd, Southern Region, CalMHSA Member
Anne Robin, Superior Region, CalMHSA Member

STAFF PRESENT
Ann Collentine, CalMHSA Program Director
Stephanie Welch, CalMHSA Senior Program Manager
Laura Li, CalMHSA JPA Administrative Manager
Jamie Sepulveda, CalMHSA Program Associate
Bianca Vidales, CalMHSA Administrative Assistant

MEMBERS OF THE PUBLIC
Lisa Ann Wick
Jeremy Wilson, Butte County
Don Ashton
Norma Rivera RS&E
Nicole Jerred RS&E
Noemi Castro, Racial and Ethnic Mental Health Disparities Coalition (REMHDCO)
1. **Call to Order**
   Co-Chair, Maureen Bauman, called the meeting to order at 10:00 a.m.

2. **Roll Call and Introductions**
   Laura Li, CalMHSA JPA Administrative Manager, took roll and confirmed a quorum was not reached. Ms. Li then reviewed the public comment instructions.

<table>
<thead>
<tr>
<th>Maureen Bauman</th>
<th>Present</th>
<th>Kurt Schweigman</th>
<th>Absent</th>
<th>William Arroyo</th>
<th>Present</th>
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<tbody>
<tr>
<td>Co-Chair</td>
<td>Vacant</td>
<td>Robin Roberts</td>
<td>Absent</td>
<td>Keris Jan Myrick</td>
<td>Present</td>
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<tr>
<td>Anne Robin</td>
<td>Absent</td>
<td>Jerry Wengerd</td>
<td>Present</td>
<td>Mike Kennedy</td>
<td>Absent</td>
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<tr>
<td>Donna Jensen</td>
<td>Absent</td>
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<td>Absent</td>
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   Co-Chair Bauman asked for introductions, first from those on the phone and then from those in the room.

3. **Approval of Agenda as Posted (or Amended)**
   Co-Chair Bauman entertained a motion for approval of the agenda.

   **Recommendation:** A motion was made to approve the agenda as posted.

   **Motion:** Darlene Prettyman  
   **Second:** Donna Jensen

   Public comment was heard from the following individual(s):
   None

4. **Consent Calendar**
   Co-Chair Bauman asked if any items to be pulled from the consent calendar. Hearing some corrections, she entertained a motion for approval of the consent calendar.

   **Recommendation:** Approval of the meeting minutes from the September 20, 2013 Advisory Committee Meeting.

   **Motion:** William Arroyo  
   **Second:** Donna Ewing Marto

   Public comment was heard from the following individual(s):
   None

5. **Each Mind Matters for Local Impact**
   Stephanie Welch provided an update of The Each Mind Matters (EMM) Campaign. The EMM campaign has received attention so far. Sport athlete Brandon Marshall has received reaction to wearing lime green cleats. Feedback and impact has been used counties and Higher Education partners to integrate EMM into local efforts in order to unify structure for California’s Mental Health Movement and stigma reduction activities
taking place at the state, regional and local level. CalMHSA program partners - the SDR Consortium in collaboration with Runyon, Saltzman and Einhorn – have developed an EMM enhancement plan which would serve to fill the gap in technical assistance for localization, as well as provide an investment in sustaining the EMM campaign on the local, statewide and possibly national level. The plan activities include advancing resources that assist counties, offering training assistance, strengthen the dissemination efforts for all PEI statewide projects, and refine the EMM message platform to resonate with the public.

The Advisory Committee members supported endorsement of EMM additional funding to move to all counties. CalMHSA will present the request to $600,000 to $700,000 dollars to Executive Committee Meeting on November 18th, 2013.

**Action: Support endorsement of EMM additional funding to move to all counties.**

**Motion: William Arroyo**

**Second: Darlene Prettyman**

Public comment was heard from the following individual(s):
None

### 6. Statewide PEI Sustainability

CalMHSA’s Program Director Ann Collentine led the discussion regarding Sustainability Task Force activities and the proposed Phase One Sustainability Planning Process. The Task Force has developed criteria which include state wideness, evidence of current project impact to date, adverse consequence should the project not continue, and performance to date. CalMHSA staff has been seeking endorsement of Phase one sustainability timeline. A detailed time line showed the new strategic plan adopted for Phase One Sustainability (Implemented July 1, 2014 through June 30, 2014. Ms. Collentine Breifly covered Sustainability of Prevention and Early Intervention Statewide Programs. After discussion, AC members endorsed the staff recommendation supporting the Phase One Plan includes a funding recommendation for projects through June 2015. The PEI Statewide Sustainability Taskforce met on 10/28/2013 to discuss sustainability planning for Phase One which is Sustaining of Prevention and Early Intervention Statewide Programs, proposed funding for the Suicide Prevention, Stigma and Discrimination Reduction, and Student Mental Health initiatives at reduced funding levels.

Committee members voted for endorsing taskforce recommendation for the Phase One Sustainability plan, for the CalMHSA December Board Meeting; and present the revised criteria to the CalMHSA Board for consideration at the August Board meeting.

**Action: Endorsing taskforce recommendation for the Phase One Sustainability plan, for the CalMHSA December Board Meeting.**
Motion: Darlene Prettyman

Second: Justin Louie Locke

Public comment was heard from the following individual(s):
None

7. Program Director’s Report (verbal)

CalMHSA staff has addressed this concern in the attached memo. The Stigma & Discrimination Consortium hosted its first quarterly in-person meeting outside of Sacramento in October. The two day meeting in Campbell featured a panel presentation comprised of the Deputy Director of Santa Clara Mental Health, the Executive Director of a community-based organization and representatives from NAMI and the Santa Clara Mental Health Board. Consortium members felt that understanding local implementation of SDR efforts from a range of organizations was critical and the focal point of hosting meetings outside Sacramento. In addition, representatives from neighboring county behavioral health departments and community-based organizations attended the meeting and shared regional practices.

In follow up to the CalMHSA Board meeting of October 10, 2013, there was a raised concern of a Suicide Prevention program entitled Man Therapy for California. CalMHSA staff has addressed this concern in the attached memo.

Public comment was heard from the following individual(s):
None

8. General Public Comment

Co-Chair Bauman opened the floor for general public comments. Ms. Collentine and Ms. Welch took a moment to share some of the PSAs created by California high school students for the Directing Change PSA Contest.

Public comment was heard from the following individual(s):
None

9. Adjournment

Hearing no further comments, Co-Chair Bauman adjourned the meeting at 4:17 p.m.