

PRI Steering Committee  
Tuesday, May 20, 2014  
1:00-2:30pm, MI Works  
MEETING NOTES

## NOTE MEETING DATE CHANGE to 3rd Tuesday of the Month

*Bringing the power of our collective knowledge and energy together to prevent and reduce poverty by **Inspiring, Advocating, and Connecting** through convening and incubation.*

### Welcome and Introductions

**Agenda:** approved

**Meeting Notes from April 17, 2014:** reviewed with no changes.

### Project Reports

- HelpLink: is part of the “Little Collaborative” with Family Partnership Mentoring and Agape Financial. They have jointly hired a new director to replace their separate part- or half-time staffers. Karen Fulkerson, formerly with the Fresh Food Partnership/LIAA has just assumed the role. The agencies will remain separate for the foreseeable future, and look forward to new opportunities that develop through sharing staffing.
- Poverty Simulations: Friday, 9/19, 9 a.m. – noon, Hagerty Center. “Survive a Month in Poverty.” Will be in NMC Extended Ed fall catalogue, print and on-line, under Professional Development/Leadership Skills. Registration is through NMC as well. Scholarships are available by request.
  - Volunteer role-players welcome!
  - Customize with local resources such as HelpLink?
- "Big Events":
  - 6/11 – 5<sup>th</sup> annual PRI Mentoring breakfast 7:30 – 9:30 at Faith Reformed Church. Will include presentation on Collective Impact by Joe Liszewski from NorthSky. Registration Link:  
[https://docs.google.com/spreadsheet/viewform?usp=drive\\_web&formkey=dE01dFc3cUk4TWxsU0h0cWtVVERkeHc6MQ#gid=0](https://docs.google.com/spreadsheet/viewform?usp=drive_web&formkey=dE01dFc3cUk4TWxsU0h0cWtVVERkeHc6MQ#gid=0)

### Tamarack Institute/Collective Impact follow-up discussion (1:20 -1:50)

- **Question – Do we know what we need to build a powerful and urgent movement?**
  - What is “urgent?”
    - Paul Born’s “lofty goal?” Examples: reducing poverty by x% in y timeframe; goals for specific components of poverty.
    - Vision = the lofty goal. Mission = how to achieve the vision. Should specific metrics be in the mission, goals, or objectives rather than the vision statement?
    - How do we communicate the sense of urgency effectively so that other community sectors adopt it and act on it with us?

- What is “poverty?” What is the specific target?
  - Are we making a mistake by defining poverty as we see it through the lens of our organizations, instead of as seen by the neighbors we serve?
  - Is a barrier to solving the problem created by people who need assistance but resist the label of “poverty?”
  - Are we trying to change government and/or agency policies, or laws? Or are we trying to rally local resources to fill the gaps that existing policies and laws leave?
- What do we measure? How do we measure it? What are the waypoints? How should take on the specific objectives/tasks.
- Are we giving enough focus to the entire region, along with Grand Traverse County? What is our region/area of focus? Is it just Grand Traverse County? Is it the 5 traditional regional counties? Is it the entire 10-12 county Prosperity Region?
  - What’s the right scale at which to focus? Is it 5 counties, or is it 36 communities? Different communities in the same county can have very different challenges, needs, and resources.
  - How do we get to know the local culture and become and invited part of their issues and solutions?
  - The data drive your focus. (Paul Born)
- Are we seeking to become a Collective Impact backbone organization?
- Multi-sector community participation (Paul Born). Who is with us?
  - Have we lost some of our connection to the county community collaboratives? Should it be rebuilt?
  - Have we lost some of our connection to other community sectors?
- What is the capacity and reach of the programs/agencies/institutions who assume ongoing operation of the programs incubated by PRI? How do we identify and reach out to them?
- How do we maximize our impact by identifying which groups have the resources, programs and/or initiatives in place and working together through them rather than duplicating efforts or working at cross purposes?
- How do we get government voices at the table? We must recognize that each unit of government has its unique politics and culture.
  - Do we go on tour to each of them, or do we convene government discussions, perhaps collecting representatives at the county and/or regional level?
- How do we organize our outreach overall under one big tent?
- How do we recognize that a tool which works in one community may not be a good fit for another, and adapt with different tools for different places? (Example: neighborhood meetings have caught on in some places but not others. This is likely because they are truly useful in some communities but not in others.)

- How do we know when it's the right time to reach out? We have to have the story together before we go out and tell it. (Paul Born). What is the problem, why is it a problem to each audience, and what is the unique value to each audience in solving the problem?
- Once we connect with our audiences, what happens next? If they haven't been at the table before, what will change that will keep them at the table this time? What will they know that their participation is accomplishing?
  - Paul Born concept of the "year of unknowing" as an important step in the process. Put what we know on the table, but then ask questions for a while without trying to immediately answer from our different agency perspectives.
- Would a positively-worded tagline that helps describe to the community why PRI exists be beneficial? The words "poverty" and "reduction" can have negative connotations, and "initiative" can make it sound like the beginning of an effort when in fact it has been underway for a substantial period.
- Do we need to better employ technology to get regional partners to the table? (Doesn't make sense to travel 2 hours for a 1.5 hour meeting. Teleconferencing would be an answer to this problem, and Munson has REMEC video conferencing sites in each regional county.) Teleconferences can also be recorded for later use.
- What would be the optimal organizational structure? PRI could serve as an advisory body, with steering committees established within each county, and within each committee there could be ad hoc committees that are created, work, and end to accomplish discrete objectives as needed. (Diane Butler shared the model used by Munson's Obesity Initiative.)
- **Gathering Poverty Data-What are the questions we need to answer (1:50-2:05)**
  - Do we first need to know what we are doing to know what data to gather and how? (Brandon)
  - Or, do we gather lots of data, and look at it to see what it suggests we need to do? Start from what you know (Paul Born)
  - COG may already have most or all of the data necessary at outset.
- **Convening conversations- Employment work group – Sakura: meeting next Tuesday, 9 am, at Goodwill.**
- **Celebration event? (2:20- 2:30) – for next meeting.**

**Meeting Wrap-up/ Next steps:**

- Discuss options for the "lofty goal," the objectives representing the small parts that need solving to result in overall improvement, and the "story" we take out to various audiences
- May need to form committees/workgroups to perform the work that is identified.
- This is exploratory time, but we don't want to be stuck at this phase for too long. Need to develop an outline/plan soon.

- Report on Iowa's initiative
- Would like presentation/data from Sarah Lucas about Housing, Transportation, Energy and Employment.
- 5/28, Hagerty Center, "Building Community Solutions" Strategy Session – strategies developed by regional planning department will be presented. 2-5, with open house 6-7:30. Ties together Grand Vision, Framework for our Future, and the Regional Prosperity Initiatives. <http://www.nwm.org/planning/workshops-training/>

**Adjourned 2:33 p.m.**

**Next meeting 3<sup>rd</sup> Tuesday, June 17<sup>th</sup> 1:00 – 2:30 p.m.**