



# Agenda

## MEETING OF THE SAN MARCOS COMMUNITY FOUNDATION

TUESDAY, MAY 16, 2017 – 5:00 P.M.

SAN MARCOS COMMUNITY FOUNDATION -- ADVISORY COMMITTEE MEETING  
VALLEY OF DISCOVERY ROOM/1 CIVIC CENTER DRIVE, SAN MARCOS, CA 92069

Cell Phones: As a courtesy to others, please silence your cell phone or pager during the meeting and engage in conversations outside the Council Chambers.

Americans with Disabilities Act: If you need special assistance to participate in this meeting, please contact the Board Secretary at (760) 744-1050, ext. 3116. Notification 48 hours in advance will enable the City to make reasonable arrangements to ensure accessibility to this meeting. Assisted listening devices are available for the hearing impaired. Please see the Board Secretary if you wish to use this device.

Public Comment: If you wish to address the Board on any agenda item, please complete a "Request to Speak" form. Forms are located at the rear of the Council Chambers. Be sure to indicate which item number you wish to address. Comments are limited to FIVE minutes.

The Oral Communication segment of the agenda is for the purpose of allowing the public to address the Board on any matter NOT listed on the agenda. The Board is prohibited by state law from taking action on items NOT listed on the Agenda. However, they may refer the matter to staff for a future report and recommendation. If you wish to speak under "Oral Communications," please complete a "Request to Speak" form as noted above.

Agendas: Agenda packets are available for public inspection 72 hours prior to scheduled meetings at the Administration Department located on the second floor of City Hall, 1 Civic Center Drive, San Marcos, during normal business hours.

## AGENDA

CALL TO ORDER

ROLL CALL

### 1. INTRODUCTIONS

### 2. SAN MARCOS COMMUNITY FOUNDATION UPDATE

- a. Grants awarded this fiscal year

### 3. DIVERSITY DISCUSSION

- a. Ronald B. Garnett, President & CEO, Council for Supplier Diversity

### 4. DISCUSSION/FEEDBACK/RECOMMENDATIONS

- a. 30<sup>th</sup> Anniversary
- b. Grantee celebration
- c. Issues on the horizon for the San Marcos Community Foundation to consider
- d. 211 San Diego Quarterly Update
- e. Outreach and fundraising efforts; Marketing materials

*Recommendation:* **DISCUSS**

5. **ORAL COMMUNICATIONS** Speakers are limited to five minutes. Please complete a “Request to Speak” form and place in basket provided. According to Board policy, *FIFTEEN* minutes has been established during this portion of the Agenda to allow citizens to speak on any matter NOT listed. The Board is prohibited by state law from taking action on items NOT listed on the Agenda. However they may refer the matter for a future report and recommendations.

**ITEMS FOR THE GOOD OF THE ORDER**

6. **MISCELLANEOUS**

7. **ADJOURNMENT**

STATE OF CALIFORNIA )  
COUNTY OF SAN DIEGO ) ss.  
CITY OF SAN MARCOS)

**AFFIDAVIT OF POSTING**

I, Michael Gordon, hereby certify that I caused the posting of this Agenda on the bulletin board located at the north entrance to City Hall on Friday, May 12, 2017 at 5:00 pm.

DATE: May 12, 2017

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Michael Gordon, Recording Secretary - SMCF

**SAN MARCOS COMMUNITY FOUNDATION**  
**Grant Award History FY2016-2017**

Organization	Type	Award	Date	Name of Project	Summary of Project
Luminary Arts Corporation	Mini	\$1,500.00	8/10/2016	Elementary Arts Education Classroom Instruction	To provide elementary arts education classroom instruction program at three San Marcos elementary schools. Serves 2,100 San Marcos residents.
Riding Emphasizing Individual Needs & Strengths (REINS)	Mini	\$500.00	8/10/2016	Therapeutic Horsemanship Program	To provide a scholarship for a student to ride in the Therapeutic Horsemanship Program. Serves 1 San Marcos resident.
Rancho Santa Fe Foundation	Regular	\$2,800.00	8/16/2016	North County Senior Connections	To help fund the North County Senior Connections program to provide access to food for vulnerable seniors. May serve up to 1,327 San Marcos residents.
North County Health Services	Regular	\$4,700.00	8/16/2016	ECG Machine	To purchase a new electrocardiograph (ECG) machine at its San Marcos Health Center. Serves 13,521 San Marcos residents.
Cal State University San Marcos Foundation	Regular	\$2,500.00	8/16/2016	The Alliance to Accelerate Excellence in Education at CSUSM: Roadshows and Coaching Cadres	To offer college readiness assemblies to 8th grade students and train current CSUSM students to support graduating San Marcos high school seniors transitioning to college. Serves 2,900 San Marcos residents
San Marcos Historical Society	Mini	\$894.00	10/13/2016	Ongoing Preservation Initiative	To purchase collection management software and training CDs. The group serves over 1,000 San Marcos residents.
Mission Hills Link Crew (San Marcos Unified School District as the fiscal sponsor)	Mini	\$1,500.00	11/9/2016	Mission Hills Link Crew	To purchase 150 t-shirts for the Mission Hills High School Link Crew. Serves 150 San Marcos residents.
Palomar Health Foundation	Regular	\$1,000.00	11/15/2016	Forensic Health Services	To fund the training of staff to become facilitators and educate the community on preventing, identifying, and reporting child abuse. Serves 58 San Marcos residents.
Alzheimer's San Diego	Regular	\$5,000.00	11/15/2016	Addressing Alzheimer's and Dementia within the San Marcos community	To fund the Safety and Independence Workshop to address Alzheimer's and dementia within the San Marcos community. Serves 835 San Marcos residents.

Restorative Justice Mediation Program	Regular	\$5,000.00	11/15/2016	Teacher training in restorative practices	To train 20 teachers and administrators in San Marcos schools in restorative disciplinary practices. May serve over 1,000 San Marcos students.
The Arc of San Diego -- North County	Mini	\$750.00	2/8/2017	Wheelchair accessible picnic tables	To purchase one wheelchair accessible picnic table. Serves 30 San Marcos residents.
Just in Time for Foster Youth	Regular	\$3,126.00	2/21/2017	College Bound	To provide 6 San Marcos former foster youth with laptops and printers for their educational pursuits at CSUSM. Supports 6 San Marcos residents.
EMS -- Employment Means Success	Regular	\$3,658.00	2/21/2017	Transitional Youth to Work	To assist youth with disabilities to go to work in the jobs of their choice through employment preparation services. Serves 15 San Marcos residents.
Feeding San Diego	Regular	\$2,825.00	2/21/2017	Mobile Pantry -- San Marcos	To cover costs to operate its mobile pantry distributions in San Marcos. Serves 11,232 San Marcos residents.
Coastal Roots Farm	Mini	\$1,500.00	5/10/2017	Produce Donation Program	To help fund the program that provides an average of four services of produce to individuals at a pay what you can farm stand at Vista Community Clinic. Serves 5,700 San Marcos residents.
Kiwanis Club of San Marcos Foundation	Mini	\$250.00	5/10/2017	2017 Christmas Parade	To help fund the Kiwanis Club's "A California Christmas" parade in San Marcos on December 2, 2017. Serves 7,500 San Marcos residents.
Brother Benno Foundation	Mini	\$1,500.00	5/10/2017	Infant supplies for homeless	To provide basic supplies to care for homeless or low income families with infants and toddlers. Serves 100 San Marcos residents per month.
<b>Total Grants Awarded FY16-17</b>		<b>\$39,003.00</b>			



# City of San Marcos

Quarter 3 FY 2016-2017

*January 2017 to March 2017*

# Quarter 3 Summary



**788 calls from San  
Marcos clients**



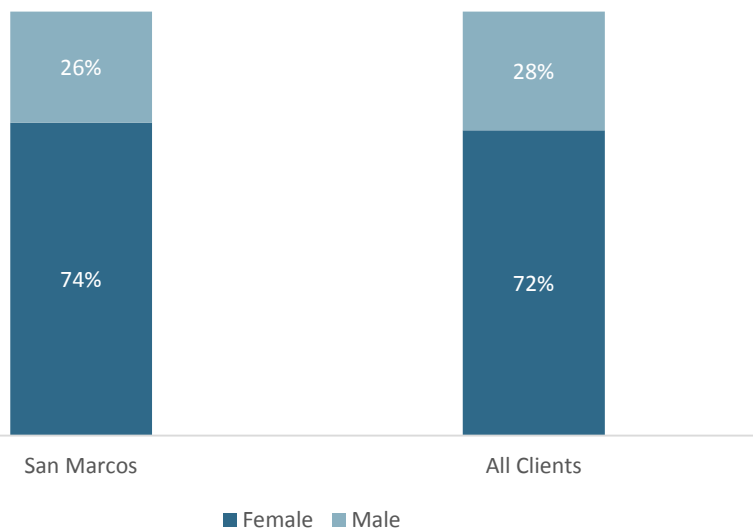
**1,396 needs  
presented**



**1,586 referrals  
provided**

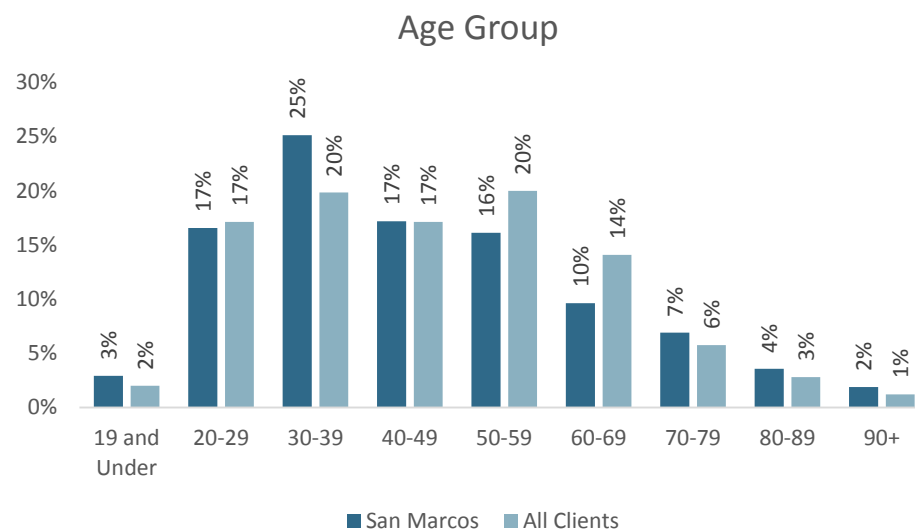
- In Quarter 3, January 2017 to March 2017, 2-1-1 San Diego created 788 cases for clients who resided in San Marcos (zip codes 92069, 92078, 92079, or 92096).
- These clients presented 1,396 needs, which resulted in 1,586 referrals to services to address these needs.

# The majority of San Marcos clients are female

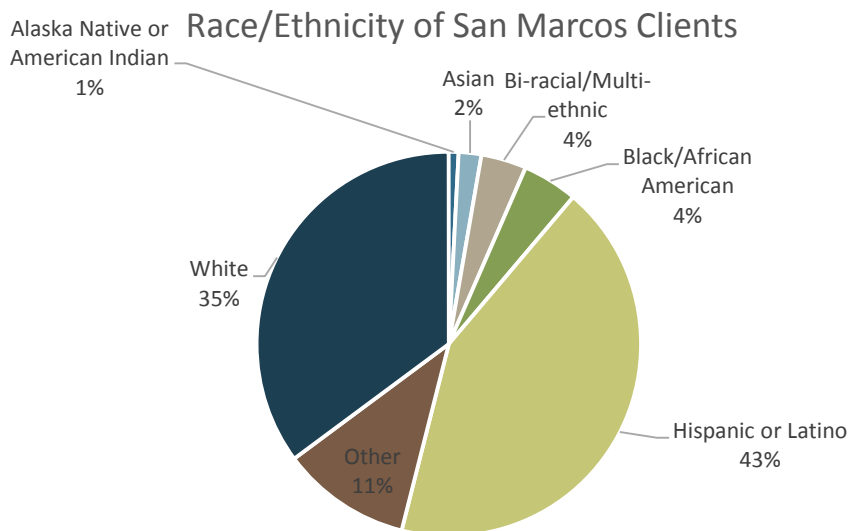


74% of clients who called from San Marcos are **women**, which is higher than the total population of 2-1-1 clients (72%).

Clients from San Marcos represent roughly the same age groups as the total population of 2-1-1 clients. There is a slightly smaller population of clients between 50 and 59 from San Marcos, as compared to the total population of 2-1-1 clients.

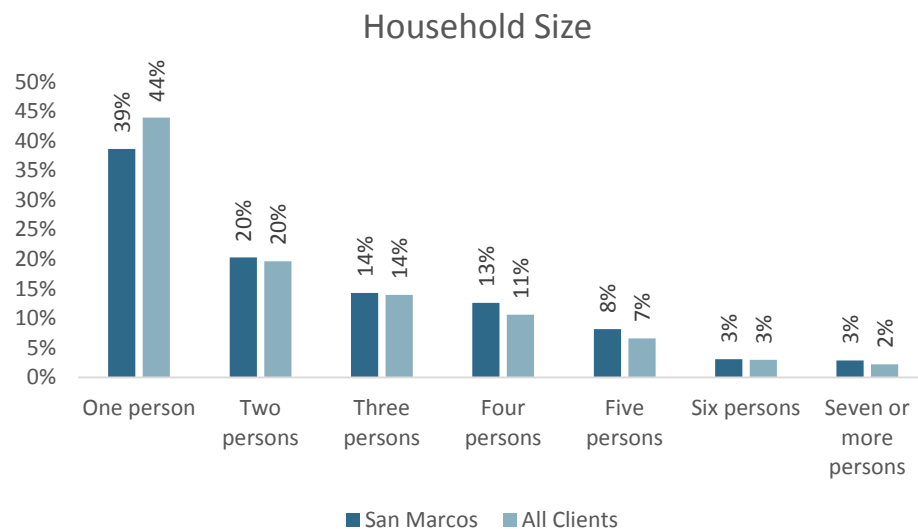


# Nearly half of San Marcos clients are Hispanic or Latino



39% of San Marcos clients reside in **one person households**, which is lower than the total population of 2-1-1 clients (44%). Clients from San Marcos show a slightly higher representation among households with two or more persons than the total population of 2-1-1 clients.

Nearly half (44%) of the clients from San Marcos are **Hispanic or Latino**, which is higher than the total population of 2-1-1 clients (37%). Additionally, only 5% of the San Marcos clients are Black/African American, which is much lower than the total population of 2-1-1 clients (16%).



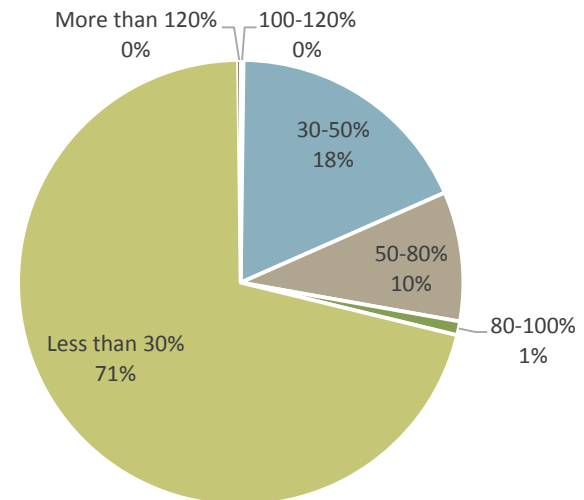
■ San Marcos ■ All Clients



# San Marcos clients show incomes much lower than the Area Median Income

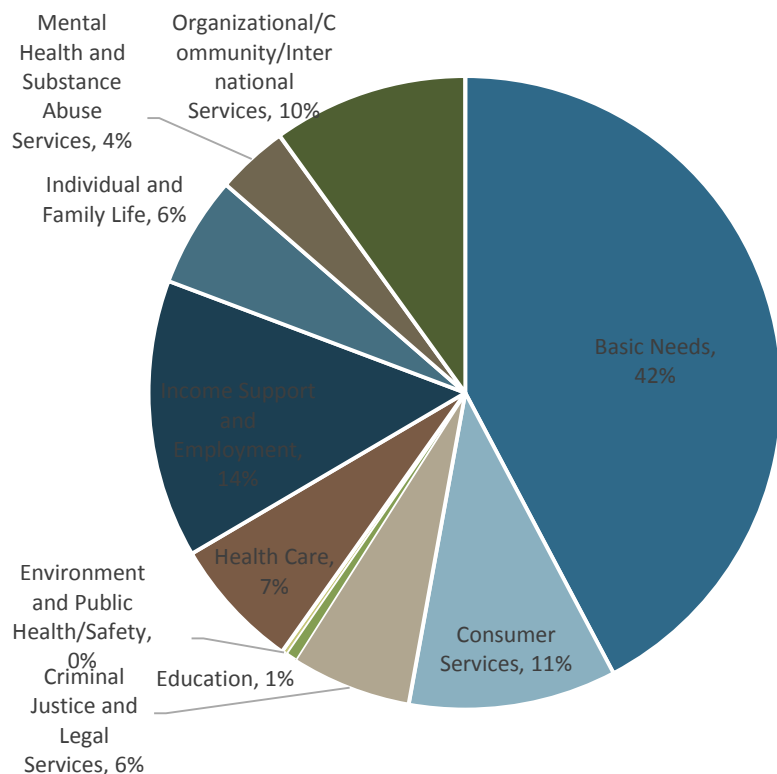
- Of those who disclosed their annual household income, the majority of clients from San Marcos have incomes that place them at less than 30% of the Area Median Income (AMI).
- In total for Quarter 3, there were **649 clients with low to moderate incomes** (under 80% of AMI), or whose referrals indicated they were low income.

Area Median Income



# Basic needs are most common need presented

## Overview of First Level Needs



## Second Level Needs for Top 3 First Level Needs

First and Second Level Needs	Percent of First Level Need
<b>Basic Needs</b>	<b>100%</b>
Utilities	41%
Housing/Shelter	40%
Food	15%
Transportation	3%
Material Goods	2%
<b>Income Support and Employment</b>	<b>100%</b>
Public Assistance Programs	81%
Employment	9%
Temporary Financial Assistance	8%
Social Insurance Programs	3%
<b>Consumer Services</b>	<b>100%</b>
Tax Organizations and Services	84%
Consumer Assistance and Protection	8%
Consumer Regulation	4%
Money Management	3%

# San Marcos clients received more than 1,500 referrals this quarter

## Top 10 Service Referrals

Referral Name	# of Referrals
Home Energy Bill Assistance Program, Campesinos Unidos Inc- San Diego Office	113
In-Person Tax Filing Assistance (VITA) Appointments, MyFreeTaxes	52
California Lifeline Assistance, Assurance Wireless	46
Benefits and Enrollment for CALFresh, Medi-Cal, 2-1-1 San Diego	37
ACCESS Customer Service Center Self Service	36
VITA - Earned Income Tax Credit (EITC) Site, Interfaith Community Services, San Marcos	35
Enrollment and Navigation Services, 2-1-1 San Diego	35
CalFresh (Food Stamps/SNAP), Health and Human Services Agency, County of San Diego, North Inland Family Resource Center	32
Emergency Food Assistance Program (EFAP), Jacobs and Cushman San Diego Food Bank, Palomar Korean Church	29
County of San Diego Housing Resource Directory, Housing and Community Development	26

# YTD Summary

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	YTD
Calls	684	663	788	--	2,108
Low Income	571	550	649	--	1,747
Needs	1,207	1,256	1,396	--	3,767
Referrals	1,499	1,519	1,586	--	4,492