



Coachella Community Health and Wellness General Plan Element Wellness Advisory Committee Meeting #6 Minutes

Thursday, August 2, 2012, 5:00-7:00 p.m. City Hall

Gabriel Perez, City of Coachella Development Senior Planner opened the meeting and welcomed participants. Participants went around the room and introduced themselves stating their name and organization or affiliation.

Attendees

Seven WAC members, seven California Endowment Partners, and three project staff attended the meeting. The following is a list of meeting attendees' names and organizations.

WAC Committee Members in Attendance¹	
Organization	Name
Augustine Band of Cahuilla Indians	David Saldivar
Lideres Campesinas	Maria Aguirre
Raices Cultura	Erika Ramirez
	Rolando Zavala
Riverside County Fourth District Supervisor John Benoit	Noel Loughrin
Imperial Irrigation District	Patrick Swarthout
Walgreens	Mark Lardenoit
	Christine Ramos

The California Endowment Building Healthy Communities Eastern Coachella Valley Partners in Attendance	
Organization	Name
Building Healthy Communities	Elizabeth Toledo
California Rural Legal Assistance	Cristina Mendez
Inland Congregations United for Change	Karen Borja
Riverside County Department of Public Health	Miguel A. Vasquez
	Eufracia Marquez
	Julisa Alvizo Silva
	Mariel Lopez

¹ Attendees who failed to sign in at the meeting are not included in this list.

Community Health and Wellness Element Project Staff	
Organization, Role	Name
City of Coachella, Senior Planner	Gabriel Perez
City of Coachella, Planning Intern	Rosa Montoya
Raimi + Associates, General Plan and Community Health and Wellness Element Consultant	Beth Altshuler

Meeting Objectives:

- Learn about the Community Wellness Center Plans
- Prepare for the Fiesta de la Salud #3
- Review and confirm the next Health Element Draft
- Set priorities and establish partnerships for implementation

Community Wellness Center:

Jonathan Hoy, City of Coachella Engineer and Mitch Nieman, Coachella Grants Manager shared a new concept plan for the Community Wellness Center (see PPT presentation). The City purchased a 40 acre site on the southeast corner of Avenue 50 and Calhoun in Coachella with Quimby Act (developer) park funds. Currently, there is no money to develop the site, however the City worked with an architect to sketch some initial designs to visualize what is possible. The initial concept is to create a Community Wellness Center. On the northwest corner of the property, would be a large two story building (with surface parking behind). The building would contain a gymnasium, classrooms, a community kitchen (for cooking classes), locker rooms, and flexible meeting space. There would also be an outdoor Olympic sized pool, basket ball courts, perimeter nature trails, and other sports fields.

To move forward the city will be posting a request for proposals (RFP) for a consultant to conduct a feasibility study to help the city develop a financing strategy and ensure the demand exists to support such a major center.

Jonathan and Mitch also mentioned that because this facility would be so expensive to develop, it might be wise to find private investors to help fund the planning, construction, and maybe even programming.

One WAC participant was supportive of the idea, but concerned that it was in a newer area of the City instead of the older areas of Coachella. City staff agreed but noted that there are no parks in this part of the City. The parcel was purchased at an extremely affordable price.

Jonathan and Mitch will continue to provide updates to and get feedback from the Wellness Advisory Committee. Also, if WAC members have additional feedback, ideas, or information related to this project, they should email jhoy@coachella.org and mnieman@coachella.org.

General Plan Process Update

Beth Altshuler, Raimi + Associates, provided an update on the larger General Plan process (see PPT presentation). Raimi + Associates will be sending a draft to the City around Aug 10th; the City will review and provide comments. After the comments are integrated a public draft of the plan and EIR will be released. The public will have a 45-day comment period and the Council will hold a public study session to review and adopt the plan. WAC members, local residents, and local businesses are all encouraged to participate in this meeting and to provide public comments.

Some of the community groups might work on creating a Citizen's Guide to the General Plan that helps non-planners navigate the document and gives tips on how to comment on the document. If you are interested in participating in this effort, please contact Miguel Vasquez at MVasquez@rivcocha.org.

Fiesta de la Salud #3 Planning and Outreach

The third and final Fiesta de la Salud will be held on Thursday September 20, 2012 from 6-8:30pm at Bobby Duke Middle School. The objectives of this final workshop are to:

- Present and get feedback on the draft health element;
- Introduce people to other health-promoting pieces of the General Plan; and
- Obtain community confirmation on specific policy directions.

Similar to the second Fiesta, the City will serve dinner and allow community groups to table AFTER the workshop. The workshop will be from 6-7:45pm-ish and dinner and open house will be from 7:45-8:30pm. E-mail Gabriel Perez at gperez@coachella.org if your group wants to set up a table.

Although both of the previous Fiestas had around 100 people in attendance, many of those participants were there as part of their job (public or non-profit agency representative). How do we increase the number of everyday residents into the process and conversation? Karen Borja from ICUC, facilitated the WAC in a discussion around outreach.

To start, Karen asked the group some key questions:

1. Who do we want to show up?
 - *The groups wants to see the people who came to Fiesta #1 and #2, youth, seniors, families, agricultural workers and farm owners, business owners, representatives from tribal governments, church groups, agency folks, teachers, public agency employees (school district, water district, etc.).*
2. Where are these people coming from?
 - *All over the city of Coachella and neighboring unincorporated community members who are interested.*
3. What is the purpose of having them there?

- *Because the City values their input in the Health Element and general plan process. They need to contribute to the 20 year vision of their city. These types of planning processes don't happen very often and it is critical to how the City will grow and develop.*
4. Do we want to keep the same people or have different participants?
- *Both.*

The group agreed on a goal of 190 (or more) Fiesta #3 participants. (As a comparison, Walgreens in Coachella sees about 300 customers per DAY!) The WAC wants to continue and encourage the involvement of agency folks, but wants to ramp up the resident participation. The group would like to see around 157 residents at the meeting.

In general some things to consider is sending a save the date soon (in the next few weeks) and then sending a follow up email a week or two before the Fiesta. The city will produce flyers in both 8 1/2" x 11" and 11"x17" so they can be used as flyers and posters. Also Karen encouraged all WAC members to bring up the Fiesta when they are having one-on-one conversations since personal invitations are the most effective.

Here are some comments people had about the draft flyer:

- Add to the flyer-“third and final fiesta”
- “You opinion is valued”
- “the future of Coachella is in your hands”
- add the website to the flyer
- Change the font of the date- make it stand out more
- Add pictures of previous fiestas
- Remove RSVP and replace with “for more info or details call”
- Consider adding ADA accessibility statement
- Explain what the general plan is in super basic terms
- Put “food and childcare” at the bottom
- Convey a sense of urgency - final fiesta! Meet other people with the same interests

Here are some of the commitments people/organizations made to help us reach our goal! If you volunteered for something or have a new idea that isn't listed here, please contact Gabriel and he will update this list.

Organization / Who	What
TCE-BHC (Elizabeth)	Robo calls to community groups and residents in the network
	ASES (CVUSD) – will ask Bea if ASES can perform at the Fiesta
	Think about youth leaders who might want to facilitate a youth table
	Create a Facebook “event” page...invite all of the WAC / BHC community groups

City (Gabriel, Luis, and Rosa)	Call people who already attended and ask them to come and bring a friend
	Contact Health Clinics and ask them to tell their patients (Planned Parenthood, Santa Rosa, County Clinic in Indio, and others)
	Radio announcement (community calendar)
	Talk to Rudy Gutierrez about outreach to the sports leagues
	Write and distribute press release
CRLA (Christina)	Invite Chamber of Commerce and ask them to invite their members
	Flyers, announcements, and posters at the Senior Center
	Desert Sun Newspaper (article and/or community calendar listing)
	Invite participants from Community Health Discussions / House meetings
Erika	Raices Cultura
	Get Coachella Unincorporated to write an online story about the Fiesta a few weeks before the event
Safe Routes to School (Mariel)	Youth
Imperial Irrigation District (Patrick)	Email save the date and flyer to all IID employees / workers
	Contact CVHS Health Academy
ICUC (Karen and Alex)	Churches (Pastor Albert and Soledad)
	CVUSD Superintendent – send out info to school district employees including classified and union members
	Invite participants from Community Health Discussions / House meetings that Yvonna conducted
Public Health Department	Miguel will contact Olive Crest (youth)
	Julisa will redo the flyer
	Julisa will find some prizes for the raffle (others should help too)
Walgreens (Mark and Christine)	Create small 4x6 cards to give to each customer at check-out

Health Element Goals and Policies

We ran out of time for this major discussion so please see the attached handout and PPT slides for instructions.

First off, please review the revised Health Element and send any last minute comments to Gabriel by August 8, 2012 @ 5pm. Comments can be in a letter, handwritten, or email.

Implementing this Community Health and Wellness Element is going to be a community wide effort. All WAC members should review the Implementation Chapter and consider how you/ your organization can help move forward on or more items. Please provide Gabriel with your ideas by Thursday, August 30, 2012. You can email him or fill out the worksheet or mark up the table.

Next Steps

There is one more WAC meeting, which is part of the Health Element process. Please contact Beth or Gabriel if you have ideas of the meeting timing and content. The City will send out an email as soon as a date is set.