

RESOLUTION NO.: 4—2024-25

TO THE HONORABLE, THE OUTAGAMIE COUNTY BOARD OF SUPERVISORS

LADIES AND GENTLEMEN:

2/3 MAJORITY – 24 VOTES

1 The Community Vision Fund Grant 2024 is offered by the Community Foundation of
2 the Fox Valley Region. The Community Foundation of the Fox Valley Region includes
3 a Community Vision Fund and its purpose is to fulfill community needs and advance
4 well-being for all in Calumet, Outagamie, Shawano, Waupaca and the Neenah-
5 Menasha area of Winnebago County.

6
7 The Health and Human Services (HHS) Public Health Department is requesting to
8 apply for, accept and expend the Community Vision Fund Grant for a total project
9 budget of \$10,000 in order to equip members of the community with the resources
10 needed to provide well-being support.

11
12 The NEW Mental Health Connection Mind Your Wellness Survey (administered in
13 2021 with results and recommendations shared in May 2023) revealed that 70% of the
14 community members are more comfortable seeking mental well-being help from
15 friends and family rather than the professionals. Because community members feel
16 unprepared to offer this kind of help, this project aims to equip members of the
17 community with the resources needed to provide well-being support. This grant request
18 would cover the costs of the advertising campaign for the project. Included in the
19 advertising campaign is a mural which is the cornerstone of the campaign and will
20 establish a brand for an online resource hub. A local artist created the design and is
21 scheduled to be completed in the second quarter to align with the month of May being
22 Mental Health Awareness Month. The design will further be used on other promotional
23 materials that will be distributed to target audiences identified through the community
24 health improvement plan workgroup such as men, the Black community, Hmong
25 community, and LGBTQ+ community. A QR code will be used as well as a website
26 URL to direct people to the online resource hub. The mural will be located in
27 downtown Appleton as it is an area that receives a lot of foot traffic, increasing the
28 chances someone will stop by and scan the QR code or search for the URL.
29 Additionally, the intention is to create a traveling mural for community events, place
30 in libraries or schools, etc. This aspect of the campaign will be interactive with
31 community involvement. Community members will be able to write message on a
32 blank canvas next to the mural with words of encouragement, how they support, how
33 they listen, or even how they would like to be supported. Additionally, a social media
34 blitz is planned both before and after the mural is created as well as additional targeted
35 ads to different demographics.

36
37 NOW THEREFORE, the undersigned members of the Health and Human Services Committee

38 recommend adoption of the following resolution.

BE IT RESOLVED, that the Outagamie County Board of Supervisors does authorize and approve the Health and Human Services Public Health Department to apply for, accept and expend the Community Vision Fund Grant in the amount of \$10,000 to be used to equip members of the community with the resources needed to provide well-being support, and

BE IT FURTHER RESOLVED, that the Outagamie County Board of Supervisors does authorize and approve of increasing the Community Health Revenue – Miscellaneous line item by \$10,000 and decreasing the Community Health Advertising – Promotion line item by \$10,000 as noted on the attached fiscal note, which by reference is made a part hereof, and

BE IT FINALLY RESOLVED, that the Outagamie County Clerk be directed to forward a copy of this resolution to the Outagamie County Health and Human Services Director and the Outagamie County Finance Director.

Dated this ____ day of May 2024

Respectfully Submitted,

HEALTH AND HUMAN SERVICES
COMMITTEE

Jeff McCabe

Justin Krueger

Dustin Koury

Cathy Thompson

Kelly Schroeder

Duly and officially adopted by the County Board on: _____

Signed: _____
Board Chairperson

County Clerk

Approved: _____

Vetoed: _____

Signed: _____
County Executive

OUTAGAMIE COUNTY FISCAL NOTE

INTRODUCTION: This form must be attached to any resolution or ordinance which contains a spending or revenue proposal. The form should be completed by an individual within the department initiating the resolution or ordinance with assistance from the Financial Services Department. Contact the Finance Director (1675), Controller (1674) or Staff Accountant (1681) for assistance. Once completed, forward a copy of the form to the Financial Services Department for their review. Financial Services will forward a reviewed copy of the fiscal note to Legislative Services.

1. **Subject:** Department of Health and Human Services Request to Apply for Community Vision Fund Grant for 2024

2. **Description:** This section must be completed for all fiscal notes. Briefly and concisely describe the request. State assumptions used and discuss any current year and long-term fiscal impacts. (A separate attachment can be used)

The Community Vision Fund Grant 2024 is offered by the Community Foundation of the Fox Valley Region. The Community Foundation of the Fox Valley Region includes a Community Vision Fund and its purpose is to fulfill community needs and advance well-being for all in Calumet, Outagamie, Shawano, Waupaca, and the Neenah-Menasha area of Winnebago counties.

HHS Public Health is requesting to apply for the Community Vision Fund Grant for a total project budget of \$10,000, to equip members of our community with the resources needed to provide well-being support.

The NEW Mental Health Connection Mind Your Wellness Survey (administered in 2021 with results and recommendations shared in May 2023) revealed that 70% of community members are more comfortable seeking mental well-being help from friends and family rather than from professionals. Because community members feel unprepared to offer this kind of help, this project aims to equip members of our community with the resources needed to provide well-being support. This grant request would cover the costs of the advertising campaign for the project. Included in the advertising campaign is a mural. The mural is the cornerstone of the campaign and will establish a brand for our online resource hub. A local artist created the design and we intend to have it completed in the second quarter to align with May being Mental Health Awareness Month. The design will further be used on other promotional materials that will be distributed to target audiences identified through our community health improvement plan workgroup such as men, the Black community, Hmong community, LGBTQ+ community. We will be using a QR code and website URL to direct people to our online resource hub. The mural would be located in downtown Appleton as it is an area that receives a lot of foot traffic, increasing the chances someone will stop by and scan the QR code or search for the URL. We also want to create a traveling mural that we can take to community events, place in libraries or schools, etc. This aspect of the campaign would be interactive and we want community involvement. Community members would be able to write messages on a blank canvas next to our mural with words of encouragement, how they support, how they listen, or even how they would like to be supported. We also intend on doing a social media blitz before the mural is created and after as well as additional targeted ads to different demographics.

The department of Health and Human Services is requesting to apply for the Community Vision Fund grant 2024 issued through the Community Foundation of the Fox Valley, for a total project budget of \$10,000.

Current Year Budget Impact (Check one or more of the following boxes)☒

Revenues

☐

Expenses (Cost)

☐

None

3. Is the specific cost or revenue included in the current year's budget? yes () no (X) partially ()
4. If the proposal requests additional spending, can the additional cost be absorbed within the current year's line item? yes () no () n/a (X)
5. Is the proposal to accept additional revenues only? yes (X) no ()
6. Does this request modify/adjust the current year budget? yes (X) no ()
If no, skip to question 8 below.
7. Detail current year budget changes. Please list cost center name, line item, account number and either the increase or decrease amount. (Please note that all budget adjustments must balance. For example, an increase in an expenditure account must be offset by a decrease in another expenditure account or the contingency fund or an increase in a revenue account or other funding sources such as fund balance applied.)

<u>COST CENTER NAME</u>	<u>LINE ITEM</u> (i.e. Salaries, Supplies, Etc)	<u>ACCOUNT NUMBER INCLUDING COST CENTER</u> (i.e. 1004100.5100, 1004100.5400, etc.)	<u>INCREASE (DECREASE)</u> <u>AMOUNT</u>
2061010 Community Health	Revenue - Miscellaneous	2061010.4510.12	\$ 10,000.00
2061010 Community Health	Advertising - Promotion	2061010.5572.04	\$ (10,000.00)

Annual and Long-Term Impact


8. Is the above Increase/Decrease a nonrecurring one-time expense or revenue?

yes (X) no () n/a ()

9. What is the anticipated annual and/or long-term cost or revenue impact?

Annual Cost	0
Annual Revenue	0

Fiscal Note Prepared by: Betty Gehring

For Financial Services purposes only							
Reviewed By: 	<p>If expenditures are recorded in the financial system at a level of detail lower than the level 6 as shown above, indicate the specific account numbers and amounts below:</p> <table border="1"> <thead> <tr> <th><u>Detail Expenditures Account Number</u></th> <th><u>Amount</u></th> </tr> </thead> <tbody> <tr> <td>_____</td> <td>_____</td> </tr> <tr> <td>_____</td> <td>_____</td> </tr> </tbody> </table>	<u>Detail Expenditures Account Number</u>	<u>Amount</u>	_____	_____	_____	_____
<u>Detail Expenditures Account Number</u>	<u>Amount</u>						
_____	_____						
_____	_____						
Date: 4/17/2024							
Comments:							