

ESG Funding Process Lead Status Call

Minutes July 13, 2018

ESG Funding Process Leads attending:

- Region 1 – Monica Frizell
- Region 2 – absent
- Region 3 – Curry Cromer
- Region 4 – Kevin Hege
- Region 5 – Melissa McKeown
- Region 6 – absent
- Region 7 – Kelly Hutchinson
- Region 8 – absent
- Region 9 – Joel Rice
- Region 10 – Mary Mallory (joined late)
- Region 11 – Lakitra Claude
- Region 12 – Jim Cox
- Region 13 – absent

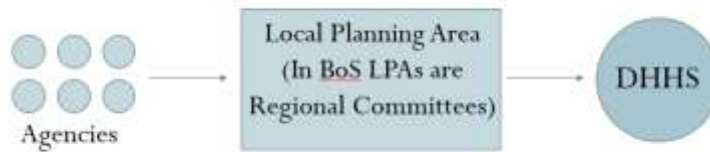
NCCEH staff attending: Jenn Von Egidy, Brian Alexander, Ehren Dohler

Recap

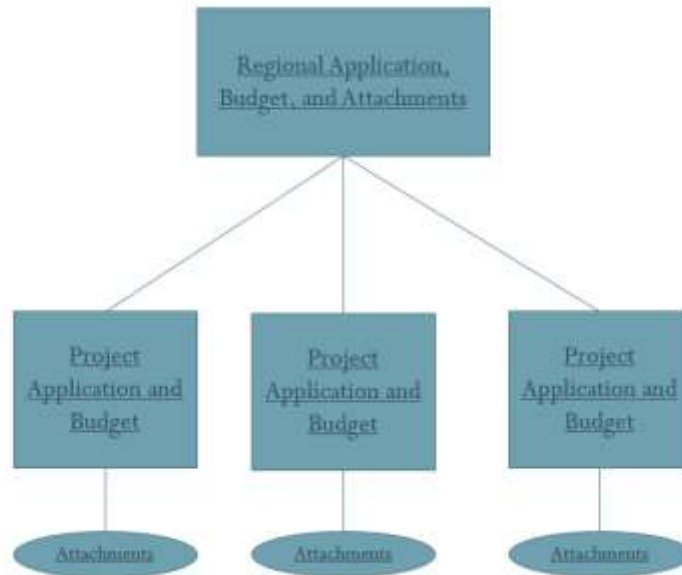
- Tentative ESG competition timeline:
 - 2018 ESG competition timeline will be extended this year
 - RFA will be likely released mid-July, applications due to ESG office October 26
- The ESG Funding Process

Activities
▪ Form a Funding Process Committee to run the process and make decisions
▪ Complete the ESG Funding Priorities worksheet with approval from the Regional Committee – due to NCCEH with scorecard choice by August 1
▪ Advertise the availability of ESG funds to agencies
▪ Set timeline for activities
▪ Complete the regional application and budget
▪ Review and choose project applicants with Regional Committee approval
▪ Submit full application to NCCEH for review and feedback
▪ Complete final review of full application and submit to ESG office by October 26*

- The FPC should be at least 3 people that are conflict-free, meaning they are not an ESG applicant.
 - They should have knowledge of the region and have the ability to make difficult decisions.
 - They should be aware of the tenets of Housing First and NC BoS CoC Written Standards.
- ESG Application Process



- The NC Department of Health and Human services houses our state ESG office. Where applications will ultimately be submitted to.
- Agencies will write their Project Applications and submit them to the Regional Committee's Funding Process Committee



- Simultaneously, you should begin collecting information and writing your Regional Application. The Regional Application should be consistent with the project applications chosen and the budget will need to come directly from Project application.
- NCCEH Staff will conduct a review of all Regional applications prior to submission to the ESG office. Depending on when the ESG office releases the application, staff would ideally like to review all the agency applications as well as the Regional applications.

- Application review will be followed up with staff conducting conference calls with each Region's FPC to discuss their applications and any staff findings or recommendations. This allows for quick changes to be made prior to application submission to the ESG office.
- The Regional Funding Process Committee's ESG Lead Agency will submit the Regional Application and all agency Project Applications in a packet to be mailed directly to the State ESG office. NCCEH staff does not do this.

FPC Current Benchmarks

- Designate an ESG Lead Agency
- Determine who will write the Regional Application
- Create a Timeline for Activities

Designate an ESG Lead Agency

- Each region should designate an ESG Lead Agency that is willing to be the conduit of information to the Regional Committee. The state ESG office will communicate all pertinent information for the Regional Committee and its grantees to the LPA Lead Agency representative.
- Will sign and date the application

Determine who will write the Regional Application

- Choose someone with grant writing experience and knowledge of the region to write the regional application. This should also put together the entire draft application, including regional application, project applications, budgets, and attachments for final review.
- This can happen numerous ways from one person being assigned the task to a group of folks taking parts of the application to complete. The important thing is that the RC identify who write the application and ensure that they have the skills and knowledge to complete the task on time and effectively.

Create a Timeline for Activities

- Utilize the Benchmarks set out in the [ESG Funding Process Tips document](#) to set your regional Timeline.
- Funding Process Committees should meet quickly to lay out a timeline of activities and communicate this timeline to the Regional Committee and to interested organizations. Ideally, the timeline should include RC approval of funding priorities, project application due dates to the Funding Process Committee, reviewing project applications, writing the regional application, review and editing the full application, Regional Committee approval of project applicants, and submitting the full application to NCCEH and the state ESG office.

Regional Report Outs

- Give a brief status update of where your region is in appointing an ESG Lead Agency, deciding who will write the application, and in creating a timeline.
 - Who's your Regions contact at the ESG Lead Agency?
 - Who is writing the Regional application?

- Has the Funding Process Committee created a timeline?
- **Region 1:** Monica stated they have a 3 person Funding Process Committee. Their ESG Lead agency will be Reach of Haywood. Destri and Marilyn will write the application. They used a Regional scorecard last year and hav not decided if they want to use NCCEH’s scorecard or their own.
 - Ehren encouraged Monica to send their scorecard to NCCEH staff is they would like any feedback. Ehren also let the committee know that staff has a draft of the scorecard they cannot publish until the RFA is released and staff can make sure the scorecard aligns with the RFA.
- **Region 2:** absent
- **Region 3:** Curry reposted the salvation Army of Hickory would be the ESG Lead Agency, with Casey McCall as the contact person. Casey will co-author the application with Jane Ernest from the Care Center. They utilized the NCCEH timeline to create their timeline. They will have Project applications due to them by September 7th and the Regional Application drafted by September 19th.
- **Region 4:** Kevin reported that Diakonos would be the Lead Agency and Michelle Knapp will be the contact person. Kevin and Michelle will co-author the application. They have a 4 person FPC. Their FPC will meet on July 17 to discuss their timeline and the scorecard. They utilized a Regional Scorecard last year that they plan to revise for this year.
- **Region 5:** Melissa reported that Region 5 was currently behind due to the resignation of their FPL. Nicole and Melissa are trying to form a FPC. They will contract with Communication Mark to write the application and serve as the ESG Lead Agency. They will utilize the NCCEH scorecard.
- **Region 6:** absent
- **Region 7:** Kelly reported that she is working with Marie Watson to create a FPC and they are currently behind on their benchmarks. She asked if she could call staff next week to report on their progress.
 - Jenn stated she would email Kelly to set up a time to talk.
- **Region 8:** absent
- **Region 9:** Joel reported that they have a FPC formed and they will meet on July 24th to decide on the timeline. Cardinal Innovations will be the ESG Lead Agency and Joel will be the contact. They are discussing the committee dividing the application writing.
- **Region 10:** Mary joined the call late and reported out at the very end of the presentation. Wilson DSS will be the ESG Lead Agency and Mary will be the contact person. They have a grant writer, Candice Roundtree, that will be co-authoring the application with Mary. They will use the NCCEH scorecard. They will be creating their timeline at the next FPC meeting.
- **Region 11:** Lakitra reported that Trillium will be the ESG Lead Agency and Lakitra will be the contact. Their FPC is meeting 7/16 and will decide who will author the application and the timeline.
- **Region 12:** Jim reported that Pitt County Planning will be the ESG Lead agency with Lynne as the contact. Jim Cox will co-author the application with Amy Modlin at Trillium. They will utilize the NCCEH timeline to create their own.
- **Region 13:** absent

FPC Next Steps

- [ESG Funding Priorities worksheet](#)
- Determine how the applications will be scored
- Develop a plan to outreach and engage potential applicants and advertise the availability of ESG funds
- Set grantee expectations

Due August 1

- ESG Funding Priorities worksheet and the RC Scorecard (if not using NCCEH's)
[Worksheet: http://www.ncceh.org/files/9266/](http://www.ncceh.org/files/9266/)
- NCCEH Scorecard will be posted at: <http://www.ncceh.org/bos/esg/>
- **Submit your ESG Worksheet and Scorecard here:**
<https://app.smartsheet.com/b/form/e05c8f866e664cc3a1789b12924e704c>

Outreach/Engagement/Expectations

- Develop a plan to outreach and engage potential applicants and advertise the availability of ESG funds
 - By our next call on 8/3, your RC should be advertising the availability of ESG funds and have a plan to engage and outreach agencies that might be effective ESG grantees. Your RC does not need to wait until this date to advertise. Your Funding Process Committee needs a comprehensive plan to make sure any agency interested in applying for funding know the timeline, what will be required to apply, and how their project would need to fit into the region's funding priorities.
- Set grantee expectations
 - Your region's Funding Priorities will set some expectations for applicants, but it's important to think about how your RC will know how well grantees are actually operating once funds are awarded. Your funding process committee should think through what you expect grantees to do over the course of the year. Will they need to report out to the RC throughout the year? How often? What will they need to report on? Do you have spending expectations? If agencies are not spending their dollars throughout the year, what kind of response will you be expecting? Do you have certain outcomes that you want them to report on? Bed utilization? Number of people housed? To make your jobs easier in subsequent competition years, you can set up regular reporting from your grantees to see if they are doing what the RC expects. This regular reporting can also help the grantee express challenges they are having where the RC can discuss ways to troubleshoot those issues.

Resources

- ESG Funding Process Tips Documents
- ESG Funding Priorities Document
- ESG Funding Priorities Worksheet
- ESG Scorecard (will be released within a week of the ESG RFA released)

- All resources are posted on our website: <http://www.ncceh.org/bos/esg/>

Next Status Call: Friday, August 3rd at 10 AM

- [ESG Funding Priorities worksheet](#) due to NCCEH on **Aug. 1**
- Determine how the applications will be scored (local scorecards due Aug 1)
- Develop a plan to outreach and engage potential applicants and advertise the availability of ESG funds
- Set grantee expectations