



Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

Meeting Minutes

Thursday, August 31, 2022

2:00 PM – 3:00 PM

This meeting occurred via teleconference compliant with the Governor's [Executive Order N-29-20](#) which allows for a deviation of teleconference rules required by the Brown Act. The recording of this meeting can be viewed [here](#).

LAC Members	
Kent Boes	Colusa County Supervisor
Wendy G. Tyler	Colusa County Administrative Officer
Mike Ziegenmeyer	Sutter County Supervisor
Steven M. Smith	Sutter County Administrative Officer
Don Saylor	Yolo County Supervisor
Gerardo Pinedo	Yolo County Administrative Officer

General Agenda

1. Call to Order, Roll Call

Meeting started 2:01pm.

Roll called, LAC members present were:

Colusa County Administrative Officer Wendy Tyler.

Sutter County Supervisor Mike Ziegenmeyer.

Sutter County Principal Analyst Laura Granados *for*

Sutter County Administrative Officer Steve Smith.



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Yolo County Supervisor Don Saylor.
Yolo County Supervisor Gerardo Pinedo.

Also present were:

Colusa, Sutter and Yolo Regional Child Support Agency
Director Natalie Dillon.
Assistant Director Colin Anderson
Assistant Director Amanda Battles.

2. Consider Approval of Agenda

2:02pm, Director Dillon requested motion to approve the agenda. Administrator Tyler motioned to approve, Supervisor Ziegenmeyer seconded motion. Votes approved.

MOVED BY: Saylor / SECONDED BY: Ziegenmeyer
AYES: Tyler, Ziegenmeyer, Granados, Saylor, Pinedo.
NOES: None.
ABSTAIN: None.
ABSENT: Boes.

3. Public Comment

2:03pm, No live public comment via callers / online chat. None received via other correspondence before meeting start.

Approval of Consent Agenda

2:03pm, Supervisor Saylor motioned to approve consent agenda. Supervisor Ziegenmeyer seconded motion. Votes approved.

MOVED BY: Saylor / SECONDED BY: Ziegenmeyer.
AYES: Tyler, Ziegenmeyer, Granados, Saylor, Pinedo.
NOES: None.



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ABSTAIN: None.

ABSENT: Boes.

Consent Items

- 4. Resolution to Authorize Remote Meetings by Finding**
- 5. Approve the minutes of the minutes of the April 6, 2022 LAC Meeting**
- 6. General Update**
- 7. Long Range Planning Calendar**

Discussion Items

8. RCSA Performance Update – Colin Anderson

2:04pm, Director Dillon introduced Assistant Director Anderson. Anderson explained August is Child Support Awareness Month and the RCSA theme this year was 'One Size Does Not Fit All' and how this supported performance goals surrounding stipulated orders. Anderson then summarized the yearly Performance Management Plan (PMP) for LAC members. Anderson then explained the performance benefits for child support orders obtained this way. Anderson described regional agency values: Balance, Engagement, Innovation, and Teamwork and how these values have informed agency performance goals. Anderson then shared stipulation data with the committee. Administrator Pinedo asked if other local child support agencies (LCSAs) are performing higher than the RCSA; Anderson explained that some LCSAs are lower and higher in this performance measurement and the attachment shows like-sized LCSAs and Statewide numbers for comparison; offering to obtain more comparative data. Pinedo declined, reiterating curiosity concerning how well the RCSA obtains stipulations compared to other counties.

Assistant Director Anderson explained the performance data attachments for Federal Performance Measures (FPM) in greater detail: Parentage, orders obtained, current support collected, and arrears collected. Supervisor Saylor requested clarification on data for Current Support Paid (FPM 3), Anderson and



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Dillon explained how current support is calculated, Saylor advised he appreciated the amount of data provided. Saylor also asked how much has been collected by the RCSA. Director Dillon advised the agency collected approximately \$27 million through the last federal fiscal year.

Assistant Director Anderson provided a brief summary of the regional agency's new PMP for the upcoming fiscal year. These goals include a focus on parentage, community outreach efforts, and a continued effort on stipulated orders.

9. Outreach Update – Natalie Dillon and Colin Anderson

2:30pm, Director Dillon provided a summary of recent community outreach and engagement efforts, explaining that caseloads continue to decline nationwide. Dillon provided detail on the regional agency's work with Grays Peak Strategies, which has included brochure design, Search Engine Optimization (SEO) work, and social media management and content creation. Over 6 months with Grays Peak Strategies, social media activity has gained over 80,000 impressions from unique individuals with a 4,880 click-through rate (CTR) to child support resources.

In addition to Grays Peak Strategies, the regional agency has started working with GymTV to establish an advertising geo-fence around each superior courthouse within each county. Over 2 months, there have been 40,000 impressions with a total click-through rate to the regional agency website of 70. The regional agency also began working with Univision to develop a 2-minute television spot to air during Despierta Sacramento. Additionally, two 30-second videos will be filmed for run as advertisements during other programming as well as online. All three projects will feature child support personnel. Dillon then provided more detail on Child Support Awareness efforts, including press releases and an opportunity to advertise in County voter guides in both English and Spanish.

Supervisor Saylor asked Director Dillon in what way could the regional agency share updates on efforts like these with board members outside the LAC. Dillon advised the regional agency can prepare board presentations with LAC meeting



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information or any other subject for which the supervisors would be interested. Dillon asked if any LAC members had recommendations or thoughts. Saylor asked for annual updates for Yolo County's board, mentioning the strategic planning sessions around budget in the spring. Dillon acknowledged.

Assistant Director Anderson added that the regional agency has started working on expanding outreach efforts at superior courts within each county. Anderson described a virtual interview booth currently in use at the Yolo County Family Law Facilitator's office. Anderson also explained that the regional agency is currently working with stakeholders to achieve an in-person presence at each court house, describing pre-pandemic success by Yolo County as a local agency.

10. Leadership Advisory Committee Comments and Discussion

2:53pm, Director Dillon opened the discussion to all committee members for questions, comments, or input.

No questions or comments from the LAC.

11. Adjourn

Meeting adjourned 2:53pm

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