

Levy Committee Meeting

Meeting date: Wednesday, September 11, 2024

Meeting time: 9:00am – 10:30am

Meeting location: Huron County DJFS, 185 Shady Lane Drive, Norwalk

Board Members Present:

X	Nora Knople	X	Ben Chaffee, Jr.
X	Sandy Hovest		

Board Staff Present:

X	Kristen Cardone, Executive Director	X	Ashley Morrow, Community Engagement and Resource Manager
	Cari Williamson, Office and Fiscal Manager - Excused		


Attendees: David Olds (Connections Recovery Services), Susan Wilson (Family Life Counseling), Derek Thomas (Oriana House)

Discussion Items:

- Levy materials (Attachment I and handouts)
 - Review of attachments
 - Sign examples
 - Kristen shared samples of levy signs she created. Kristen informed the group that she talked to the county and the Board will not have an issue number to display on materials.
 - Kristen shared that the choice of colors for the signs was decided to keep MHAS materials consistent.
 - Kristen said the only thing that needs added to the final sign design is “paid for by The Huron County Board of Mental Health and Addiction Services”.
 - Group feedback consisted of:
 - The group asked about cost for full color on the signs.
 - Kristen said she has priced it out and it is estimated 15-20 cents more for full color than the most recent signs we purchased, based on the site recently used. Another option that would reduce costs would be to purchase stickers of the MHAS logo and put on the signs.
 - Ben said he does not recommend stickers because that may be too much work to add to the signs. He suggested maybe changing the colors of the MHAS logo to coordinate with the green, blue, and purple in the rest of the sign.
 - Sandy suggested not using the color yellow, as that color often communicates ‘caution’.
 - The group all agreed they preferred the sample sign in the second row on the left. (This sign is boxed in the attachment below)


- Additional \$812,665.00
 - Cost per year for \$100k home: \$35
 - Current cost per year of our levy: \$14.53
 - Group Discussion
 - Sandy asked if there has been thought to if the levies on the fall ballot do not pass and move to spring, the risk increases with having so many levies on at once.
 - The group acknowledged that may happen and there are risks either way.
 - The group suggest promoting that MHAS is not asking for the full amount needed to add services and will work to supplement with additional grants.
 - The group discussed the importance of showing what the levy funds are utilized for and what would not be possible without them.
 - Kristen shared the MHAS brochure with the pie chart breakdowns of MHAS funding. These charts describe each funding stream and what those funds are used for in a fiscal year. Kristen shared that the goal is to use the financial brochure along with the levy brochure in promoting the levy and having discussions with the community. One brochure outlines the finances and where the funding is allocated, the other will describe exactly what programs and services those funds make possible.
 - Sandy said it is important for the community to know MHAS is a multiplier, multiplying what we are given.
 - Kristen shared there will be a one pager created for Board members and agencies to utilize when promoting the levy to explain the replacement with an increase and how that affects individual costs.
 - The group is in support of the replacement with an increase
- Levy Campaign Plan (Attachment II)
 - Kristen reviewed the levy campaign plan with the group.
 - Kristen shared that the main goal is more participation in campaigning for the levy. Resource distribution needs to increase, not just for the levy but overall.
 - Sue suggested uploading the videos MHAS creates onto a flash drive and making those available in the toolkits for agencies and Board members to use. Kristen also suggested making the toolkits available on Google Drive.
 - Kristen reviewed the list of organizations to potentially present to. Kristen asked if the group would review that list and see what opportunities are missing. She also suggested that if anyone lives in those communities, Board staff may rely on them to help make connections.
 - Sandy shared that there is a county wide township trustee meeting around Christmas. This may be an opportunity to speak for 15 minutes and give materials. Sandy provided some possible contacts for Kristen to reach out to.
 - Ben suggested adding the hospital Boards.
- Any other discussion
 - Dave shared that the Crisis Response Team (CRT) will take a supply of signs and brochures when they respond to houses.

- Kristen was grateful and said MHAS will lean heavily on anyone working out in the community to help distribute materials.
- Derek suggested magnets for cars with the levy signs.
 - Kristen will look into costs.

Vote YES 



**Invest in
Huron County
Mental Health**

Together We Make a Difference.

Vote YES 


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How the levy will make a difference

Stronger Families & Healthier Youth by funding programs that give our younger generations the best possible start in life, with suicide and substance use prevention programs, treatment for youth mental health and substance use challenges including school based counseling services, and programs offering support for caregivers.

safer Communities by funding programs aimed at treating drug and alcohol issues, preventing suicide, and providing specialized training for law enforcement on how to work with people in crisis.

Supports People in Crisis by funding the Huron County Hopeline, mobile crisis response team services, behavioral health crisis screens, inpatient crisis services, transportation to detox and treatment.

Services to Help Workers & Businesses by funding the Recovery Friendly Workplace initiative, providing trainings to local businesses, and increasing access to services funded by the Board so employees can remain on the job.



**Based on a \$100,000 home, this levy costs \$.
X a day; \$X a month; \$X
a year**

That's all you pay each day to keep, and expand, mental health and substance use services in Huron County. We've been good stewards of these pennies for more than X years and in times like these, our county needs those services more than ever!

Local funding helping local people...

Your family, your friends, your neighbors.

2 Oak Street
Norwalk, Ohio 44857
419-681-6268
www.hcbmhas.org



*Invest in Huron County
Mental Health.
Together We Make A Difference.*

2025 Levy Facts & Information

**May, X, 2025
LEVY ELECTION DATE**

VOTE
 Yes
 No

How MHAS Makes a Difference

Prevention

- Youth Mentoring Programs*
- DARE
- Huron County Prevention Coalition*
- School Prevention Programs

Recovery, Support & Education

- Men's and Women's Recovery Housing*
- Peer Recovery Support Services*
- Support Groups*
- Mental Health & Wellness Support Services*
- Women's Transitional Housing
- Transportation*
- Family Dependency Treatment Court
- Guardianship Services*
- Family Support and Education*
- Critical Incident Stress Management & Debriefing Services*
- Crisis Intervention Team (CIT) Trainings for law enforcement*
- Trainings: Mental Health First Aid, QPR, Wellness & Resiliency, and Mental Health and Substance Use 101*

Treatment

- Mental Health Counseling & Treatment*
- Substance Use/Abuse Counseling & Treatment*
- School-Based Mental Health Services*
- Crisis Services including hospital screening & referral, inpatient treatment
- Mobile Response and Stabilization Services*
- Medication Assisted Treatment*
- Jail Based Mental Health and Substance Use/Abuse Services*
- Early Childhood Mental Health Services
- Mobile Crisis Repsonse Team*
- Crisis Hope Line
- Detox Services

*Added within past 6 years

Learn more about the Board's funding and how we make a difference by reviewing our SFY 2023 Annual Report.



Levy Facts

What are the terms for the levy?

Renewal with increase

How much of the Board's budget is made up of Levy funding?

Levy funding currently makes up 27.5% of the Board's budget

Why is more funding needed?

XXXX

Where do Levy funds go?

Only Huron County residents are served by Huron County levy revenue. This included X number of residents in Calendar Year X.

How does this help me?

Without adequate community treatment, individuals with mental illness often end up costing greater amounts of public dollars by needing treatment in other systems such as jails, emergency rooms, foster care, etc. For every \$1 spent on mental health treatment, there is an economic return of approximately \$4.

Building a Successful Campaign

Campaign: MHAS Levy 2024

WHAT: Building the campaign

- Identify Goals
 - How much money are we asking for
- Identify non-money Goals
 - Increase Board/Community member participation
 - *(Board members/agencies=Mission Captains who recruit community members=Mission Makers)*
 - Increase resource distribution and education
- Campaign Management
 - Campaign Goals
 - Campaign Steps
 - Campaign Champions/Captains
 - Campaign Makers
 - Solicitor Identification (create teams or stay individual)
 - Prospects (list of individuals/organizations to target)

Exceed Further: online software to track progress, effectiveness of campaign and number of individuals reached through efforts. (We do not necessarily need a software, however, we would need to build a tracking system to track: Board members, volunteers, agencies and staff who help, campaign strategies, number of prospects reached, etc.

WHO: Prospect Identification

- Prospects; Huron County residents
 - Track all activity with prospects and outreach efforts.
 - Set expectations for Board members and volunteers; their influence matters and they will be the biggest ambassadors for the campaign. Expect 100% participation from Board members.
 - List of current voters; target mailer outreach

WHERE: Campaign Vehicles

- Sponsored Ads Newspapers
- Letters
- Emails
- Website
- Event/Levy Page
- Peer to Peer Events; Presentations
- Social Media
- Signs
- Billboards
- Door Hangers

HOW: Engaging Board members and Volunteers

- Peer to Peer opportunities
- Board socials & retreats
- Stay connected with past Board members
- Invite community to tour office
- Volunteer at community events

- Be involved with other community organizations
- Increase volunteer opportunities for community members

LEVY Toolkit

Board members and volunteers are typically less engaged when they do not understand the mission & vision, when they do not understand their role, or how they can make an impact.

What they need:

- Clear expectations for Board members and volunteers
- Tools they need to promote campaign
- Education on MHAS and community needs

Toolkit Contents (create both printed and electronic copies)

- Sample letter
- Talking points
- Social media posts
- Email templates
- Hashtags (*#wegrowstrongertogetherlevy2024, #mhaslevy2024, togetherforbehavioralhealth2024....*)

IDEAS FOR THE CAMPAIGN

- Testimonials (Tuesday testimonials/anonymous) from community members who received services.
- Videos thanking community for their support over the years; reminding them it takes a community to make a difference and showing the increase in services that has been made possible through past levy's.
- Mission Moments; victories, success stories utilizing levy funds
- Testimonials from agencies on how they have been able to meet the communities needs through the funds provided by MHAS
- Highlight partnerships throughout the county to meet the needs: HCSO, DJFS, local school districts, etc.
- Join other organizations and increase volunteer hours to increase relationships and visibility of MHAS.
- Brochures
- Press releases/Newsletters
 - Breakdown of funds utilized and the impact of Levy Funds in particular
 - How much it will cost residents a day/month/year
- Yard signs
- Increased presentations to discuss funds needed/utilized and services throughout the county (Commissioners, Kiwanis, Rotary, Ministerial Associations, WASA, etc.)
- Utilize Community BH Needs Assessment and other assessments to promote the need for increased/continued funding.
- Info mailed to every house in Huron County
- Info sheets at local grocery stores, put in each bag (start building those connections with "we support BH" campaign in Spring 2023)
- Videos: testimonials when someone does not get the help that they need (sheriff, emt, pastor, etc.) to highlight the potential impact of this not passing. Videos that focus on duality – this is what we do, this is what happens if we go away.

Ideas from Other Boards:

How we're **KEEPING** help close to home:



For every dollar spent on substance abuse treatment, there is an economic return of \$4.00 to \$7.00; for mental health treatment, the economic return is \$5.00 per person.



Approximately 1 in 3 high school students experienced poor mental health during the COVID pandemic.



Drug treatment costs approximately \$20,000 less than incarceration per person per year for a drug-related crime.

Levy Speaking Engagement Opportunities

- Huron County Growth Partnership
- Kiwanis
- Norwalk and Willard American Legion
- Huron County Democrat Party
- Huron County Republican Party
- WC Trustee Association
- Norwalk City Council
- Willard City Council
- Bellevue City Council
- North Fairfield Village Council
- New London Village Council
- Wakeman Village Council
- Greenwich Village Council
- Monroeville Village Council
- Plymouth Village Council
- Huron County Courts
- Huron County Prevention Coalition
- Huron County Superintendents
- School Board Meetings
 - Norwalk
 - South Central

- New London
- Willard
- Western Reserve
- Monroeville
- Bellevue
- Plymouth
- Celeryville
- Willard Area Economic Development Corporation
- Willard Business Association
- Norwalk Rotary
- New London Rotary
- Bellevue Rotary
- Norwalk Lions Club
- North Fairfield Lions Club
- Plymouth Lions Club
- Bellevue Lions Club
- Norwalk Ministerial Group
- Willard Ministerial Group
- Township Trustee Meetings
 - Bronson
 - Clarksfield
 - Fairfield
 - Fitchville
 - Greenfield
 - Greenwich
 - Hartland
 - Lyme
 - New Haven
 - New London
 - Norwalk
 - Norwich
 - Peru
 - Richmond
 - Ridgefield
 - Ripley
 - Sherman
 - Townsend
 - Wakeman
 - Celeryville
- Huron County Police & Fire Chiefs
- Huron County Board of Realtors

Input from OACBHA levy committee:

- Signs are necessary
- Ask providers to pass out signs to Board members, staff
- Ask providers to have staff distribute signs and materials
- Videos with clients to promote services
- Videos with judges, law enforcement, teachers, etc.
- Buttons for staff at agencies to wear (vote yes issue X)

- Did not add issue number on small signs so can reuse them; some use a sticker each time to add new issue number
- Billboards
- Do not have PAC and use own dollars
- County auditor takes out fees for being on the ballot; if go in spring, we are paying for everything, not splitting it with others on the ballot
- Recommend renewal with increase instead of replacement with increase (replacement scares people because they do not know what it is, what it means)
- Highlight: This levy pays for mental health and substance use services that are not funded or are underfunded by the state and/or other agencies.

Levy Timeline/Process

Step One: The Taxing Authority must pass a resolution (Resolution #1-Resolution of Necessity to Levy a Tax in Excess of the Ten-Mill Limitation), by vote of two-thirds of all members, that declares it necessary to levy a tax in excess of the ten-mill limitation and that requests the County Auditor to certify to the taxing authority the total current tax valuation of the Board's service district and the dollar amount of revenue that would be generated by the specified number of mills. Specific information is required to be included in this resolution. The resolution must be certified to the County Auditor. For renewal and replacement levies, the resolution and the ballot language must use the same purpose language and authorizing statute as the original levy.

- October 2024 call Randy and say need resolution of necessity for levy.

Step Two: The County Auditor must issue the requested certification to the Taxing Authority within 10 days of receiving the resolution requesting it. For a multi-county subdivision, the County Auditor must obtain the current tax valuation for the other counties from the respective County Auditors.

- 10 days after resolution is received by Auditor.

Step Three: If AFTER receiving the certification from the County Auditor, the Taxing Authority decides to submit the question of the tax to the voters, the Taxing Authority must pass a resolution stating its intention to proceed (Resolution #2-Resolution to Proceed) by vote of two-thirds of all members. The Resolution to Proceed must include the rate of the tax levy, expressed in mills for each one dollar in tax valuation, as estimated by the County Auditor. The Resolution to Proceed must be dated after the Auditor's Certification.

- January 2025

Step Four: The taxing authority must certify its resolution to proceed to the board of elections and the County Auditor at least 90 days prior to the election. A copy of the County Auditor's certification and the Resolution of Necessity (Resolution #1) must accompany the certified Resolution to Proceed (Resolution #2).

Taxing Authority = County Commissioners