

CalMHSA Board of Directors

Meeting Board Packet

Wednesday, October 23, 2024

12:00 p.m. – 1:00 p.m.



California Mental Health Services Authority

CalMHSA Board of Directors Meeting

Wednesday, October 23, 2024

12:00 p.m. – 1:00 p.m.

Registration Link: [Click Here](#)

Agenda

1. **Call to Order**
2. **Roll Call and Instructions**
3. **Instructions for public comment and stakeholder input**

The Board welcomes and encourages public participation in its meetings. For agenda items, public comment will be invited at the time those items are addressed. Because the meeting will be held via Zoom Meeting, each interested party is invited to inform CalMHSA staff prior to discussion of the item by sending an email to CFO David Avetissian david.avetissian@calmhsa.org indicating the item to be addressed. At the end of the meeting, the Board will also provide the public with an opportunity to speak on issues not listed on the agenda. All public comments will be limited to 3 minutes per person.

4. **Closed Session:** Closed Session: (Gov. Code § 54957.7(a)) The CalMHSA Board of Directors will meet in closed session as permitted by Government Code Section 54957(b). Anticipated Litigation: Significant exposure to litigation pursuant to Gov. Code § 54956.9(d)(2) (two cases); Initiation of litigation pursuant to Gov. Code § 54956.9(d)(4) (one case)
5. **Consent Calendar:**
 - a. Resolution 24-04 Authorizing Remote Teleconferencing Meetings Pursuant to Assembly Bill 361
 - b. CalMHSA Board of Directors Meeting Minutes from June 26, 2024
 - c. Sole Source contract with Homebase for Behavioral Health Transformation Program – Continuum of Care, Training and Technical Assistance, for \$350,000
 - d. Sole Source contract with Abt Global for Behavioral Health Transformation Program – Homeless management Information System, Training and Technical Assistance, for \$350,000
 - e. Contract under LA PEI Participation Agreement, with media market vendor AMF Media Group, for \$500,000.
 - f. Sole Source contract under LA PEI Participation Agreement with event/media vendor Audacy, for \$325,000.
 - g. Contract under LA PEI Participation Agreement with sport team LAFC, for \$250,000
 - h. Sole Source contract under LA PEI Participation Agreement with radio/media vendor Meruelo Media, for \$210,000
 - i. Sole Source contract under LA PEI Participation Agreement with multi-media vendor Univision, for \$299,885.
 - j. Contracts with California Department of Corrections and Rehabilitation
 - k. Treasurer's Report September 30, 2024

Recommendation: Approval of Consent Calendar

6. **President's Report**
7. **Executive Director's Report**
8. **Public Comments on Non-Agenda Items**
9. **Close Meeting**

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, contact David Avetissian at (279)-599-6224. Requests should be made as early as possible and at least one full business day prior to the start of the meeting.

Materials relating to an item on this agenda submitted to this Board after distributing the agenda packet are available for public inspection during normal business hours upon request to David Avetissian at david.avetissian@calmhsa.org.

This meeting will be recorded. By joining the meeting, you give consent to being recorded.

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

Resolution 24-04 Authorizing Remote Teleconferencing
Meetings Pursuant to Assembly Bill 361

5.a.

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

Resolution No. 24-04

RESOLUTION AUTHORIZING REMOTE TELECONFERENCING MEETINGS OF THE BOARD OF
DIRECTORS AND BOARD COMMITTEES PURSUANT TO ASSEMBLY BILL 361

WHEREAS, the California Mental Health Services Authority (“CalMHSA”) is a local government agency subject to the Ralph M. Brown Act; and

WHEREAS, pursuant to Government Code section 54953(e) as amended by Assembly Bill 361, CalMHSA’s Board of Directors and its committees may use teleconferencing and videoconferencing to conduct Board and committee meetings, and may do so without complying with the requirements of Government Code section 54953(b)(3), subject to certain conditions; and

WHEREAS, one condition that would allow CalMHSA to use teleconferencing and videoconferencing to conduct Board and committee meetings, without complying with the requirements of Government Code section 54953(b)(3), occurs when a meeting is held during a proclaimed state of emergency, and the Board determines, by majority vote that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees; and

WHEREAS, on March 1, March 8, March 12, March 14, March 28, April 20, 2023, and June 16, 2023, February 4, and March 22, 2024, the Governor of California proclaimed a series of a state of emergency to exist in a total of 52 counties due to significant storm-related impacts, including heavy rainfall, high winds, flooding, downed trees, and damage to roads and critical infrastructure; and

WHEREAS, on July 30, September 7 and September 11, 2024, the Governor of California proclaimed a series of a state of emergency to exist in five counties due to significant wild fire impacts; and

WHEREAS, it would be safe, beneficial and efficient for the public and for CalMHSA to use teleconferencing and videoconferencing to conduct Board and committee meetings without complying with the requirements of Government Code section 54953(b)(3).

NOW, THEREFORE, BE IT RESOLVED that the Recitals set forth above are true and correct and are incorporated into this Resolution by reference; and

BE IT FURTHER RESOLVED that the CalMHSA Board of Directors has considered the circumstances of the state of emergency and finds that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees;

BE IT FURTHER RESOLVED that the CalMHSA Board of Directors and its committees are hereby authorized and directed to take all actions necessary to conduct Board and committee meetings, without complying with the requirements of Government Code section 54953(b)(3) in accordance with Government Code section 54953(e) and other applicable provisions of the Brown Act; and

BE IT FURTHER RESOLVED that the CalMHSA Executive Director is hereby authorized and directed to take all actions necessary to carry out the intent and purpose of this Resolution; and

BE IT FURTHER RESOLVED that this Resolution shall take effect immediately upon its adoption and shall be effective until the earlier of: (i) 30 days from the date of the adoption of this Resolution, or (ii) such time as the Board of Directors adopts a subsequent resolution to continue to teleconference without complying with the requirements of Government Code section 54953(b)(3) in accordance with Government Code section 54953(e)(3); and

BE IT FURTHER RESOLVED that the Board of Directors of CalMHSA hereby ratifies and approves any and all actions taken by the Executive Director, or her designee, prior to the adoption of this resolution, to effectuate the purposes of this Resolution.

PASSED AND ADOPTED by the Board of Directors of the California Mental Health Services Authority on October 23, 2024

Emi Botzler-Rodgers
PRESIDENT

ATTEST:

David Avetissian
CalMHSA, Chief Financial Officer

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

CalMHSA Board of Directors
Meeting Minutes from June 26, 2024

5.b.

CalMHSA Board of Directors Meeting
Meeting Minutes
Wednesday, June 26, 2024

Board Members Present

Berkeley, City of, Alternate, Karen Klatt MEd
Calaveras County, Alternate, Leeann Burns
Colusa County, Member, Tony Hobson, Ph.D.
Del Norte County, Alternate, Shiann Hogan
El Dorado County, Member, Nicole Ebrahimi-Nuyken, LMFT
Fresno County, Member, Susan Holt
Glenn County, Member, Joe Hallett LCSW
Humboldt County, Member, Emi Botzler-Rodgers, MFT
Imperial County, Alternate, Gabriela Jimenez
Kern County, Member, Alison Burrowes
Kings County, Alternate, Christi Lupkes
Lassen County, Member, Tiffany Armstrong, LCSW
Los Angeles County, Member, Dr. Lisa Wong, Psy.D.
Marin County, Member, Todd Schrimmer
Marin County, Alternate, Galen Main
Merced County, Member, Kimiko Vang
Mono County, Member, Robin Roberts
Monterey County, Member, Kathryn Eckert
Nevada County, Alternate, Priya Kannall
Orange County, Alternate, Annette Mugrditchian, LCSW
Placer County, Member, Amy Ellis, MFT
Placer County, Alternate, Amy Haynes, PSY.D
Riverside County, Alternate, Brandon Jacobs, MHA
Sacramento County, Member, Ryan Quist, Ph.D.
San Benito County, Member, Dana Edgull
San Bernardino County, Alternate, Marina Espinosa
San Diego County, Member, Luke Bergmann, LCSW
San Joaquin County, Alternate, Cara Dunn
San Luis Obispo County, Member, Star Graber
San Mateo County, Member, Jei Africa
Santa Barbara County, Member, Antonette Navarro, LMFT
Solano County, Member, Emery Cowan, LPCC, LMHC
Stanislaus County, Member, Tony Vartan, MSW, LCSW
Tehama County, Member, Alexis Ross, MPH, MDSA
Tehama County, Alternate, Travis Lyon

Trinity County, Member, Connie Smith
Ventura County, Member, Dr. Loretta Denering, DrPH, MS
Yolo County, Member, Karleen Jakowski, LMFT

Members of the Public

Robert Garrova

CalMHSA Staff Present

Allison Bradley, Communications Director
Amie Miller, Executive Director
Brittany Ganguly, Senior Program Manager
Courtney Vallejo, Director of Managed Care Operations
David Avetissian, Chief Financial Officer
Dawn Kaiser, Senior Director of Managed Care Operations
Felicia Luong, Staff Accountant
Holly Petrosyan, Executive Assistant
Jennifer Burnett, Executive Assistant to the Executive Director
Lucero Robles, Director of Quality Assurance & Compliance
Peggy Quarenghi, Director of Contracts and Sr. Corporate Counsel

OTHERS PRESENT

Randall Keen, Legal Counsel, Manatt, Phelps, & Phillips, LLP

Agenda

A. Open Session

1. Call to Order

President Luke Bergmann called the Board of Directors meeting to order at 12:02pm on Wednesday, June 26, 2024. Luke Bergman directed David Avetissian, Chief Financial Officer of CalMHSA, to take the roll call.

2. Roll Call and Instructions

Mr. Avetissian recorded Board Members and Alternates in attendance and confirmed a quorum of the full Board of Directors was established.

3. Instructions for public comment and stakeholder input

Mr. Avetissian reviewed the instructions for public comment and noted that items not on the agenda would be reserved for public comment at the end of the agenda. Public comment is called for after each agenda item. David Avetissian instructed individuals to raise their hands via the raise hand feature on the Zoom call to indicate their desire to make a public comment.

4. Closed Session: The Board did not move into Closed Session.

5. Consent Calendar

President, Luke Bergmann acknowledged the Consent Calendar as follows:

- a. Resolution 24-03 Authorizing Remote Teleconferencing Meetings
Pursuant to Assembly Bill 361.
- b. CalMHSA Board of Directors Meeting Minutes from May 22, 2024
- c. Approval of Proposed CalMHSA Board of Directors Meeting Calendar FY 2024-2025.
- d. Approval of the Slate of Nominations for CalMHSA Committee Vacancies
- e. Approval of the Sole Source contract with Dr. Joshi, Managed Care Programs Quality Assurance and Data Evaluation
- f. Approval of the Executive Director's annual salary.

Mr. Bergmann asked for comments from Board Members. Mr. Bergmann asked for comments from the public. Hearing no comments or questions, he asked for a motion to approve the Consent Calendar. Upon hearing the motion and second, the President directed Members to vote.

Action: Approval of Consent Calendar

Motion: Stanislaus County, Member, Tony Vartan, MSW, LCSW

Second: Colusa County, Member, Tony Hobson, Ph.D.

Public Comments:

None

Vote: *Approved*

Yes: 30

Calaveras County, Alternate, Leeann Burns	Marin County, Member, Todd Schirmer, PhD, CCHP	Placer County, Member, Amy Ellis, MFT	Colusa County, Member, Tony Hobson, Ph.D.
City of Berkeley, Alternate, Karen Klatt, MEd	Glenn County, Member, Joe Hallett	Kings County, Alternate, Christi Lupkes	Los Angeles County, Member, Dr. Lisa Wong
San Bernardino County, Alternate, Marina Espinosa	San Mateo County, Member, Jei Africa	Riverside County, Alternate Brandon Jacobs, MHA	Stanislaus County, Member Tony Vartan, MSW, LCSW
Fresno County, Member, Susan Holt	Merced County, Member, Kimiko Vang	Sacramento County, Member Ryan Quist, Ph.D.	Santa Barbara County, Member, Antonette Navarro, LMFT
Solano County, Member, Emery Cowan, LPCC, LMHC	Monterey County, Member Kathryn Eckert	San Benito County, Member, Dana Edgull	Tehama County, Member, Alexis Ross, MPH, MDSA
Imperial County, Member Leticia Plancarte-García, MSW, MPA	Trinity County, Member, Connie Smith	San Diego, Member Dr. Luke Bergmann, LCSW	Ventura County, Member, Dr. Loretta L. Denering, DrPH, MS
Yolo County, Member, Karleen Jakowski, LMFT	Nevada County, Alternate, Priya Kannall	Orange County - Alternate Annette Mugrditchian, LCSW	San Luis Obispo County, Member, Star Graber
El Dorado County, Alternate, Nicole Ebrahimi-Nuyken	San Joaquin County, Alternate, Cara Dunn		

6. President's Report

President Dr. Luke Bergmann thanked Dr. Amie Miller and all CalMHSA staff for their accomplishments in working with the counties within the time frame he served as a president. He reflected on his early days, five years ago, when counties were uncertain about CalMHSA's role. However, in recent years, under Dr. Miller's leadership, CalMHSA has become an integral part of counties operations, and its effectiveness is now obvious. He expressed gratitude for the clarity of CalMHSA's mission and for the opportunity to serve as Board President over the past two years. Dr. Amie also added her appreciation for Dr. Bergmann's valuable contributions.

Public Comment: None

7. Executive Director's Report

Dr. Amie Miller discussed CalMHSA's engagement in a contract with the state to support the implementation of the Behavioral Health Services Act (BHSa). CalMHSA is assisting the state with

innovation and community planning processes, specifically by creating clarity around templates. An open RFP has been issued for human-centered design partners to support the implementation process, working alongside county teams and the state.

Dr. Miller provided updates on CalMHSA's efforts to offer training for contract providers on becoming Medi-Cal entities. CalMHSA will seek county feedback in developing this training, which will be available as an open-source module on the Learning Management System (LMS) for contractors to access at any time. The training will cover topics such as budgeting templates, sustainability calculations, and an introduction to Medi-Cal basics. She acknowledged the pressures counties face in transitioning contractors and expressed confidence that this training would be supportive.

Dr. Miller also highlighted CalMHSA's work on housing continuum mapping, identifying county gaps, and exploring options with higher fiscal sustainability. CalMHSA is collaborating with counties on preliminary mapping efforts to identify potential and solutions.

Dr. Miller presented CalMHSA's Annual FY 2023-24 Reports Packet, which provides clarity on current projects. She noted that over 3,500 certified peers have been trained and thanked the Medi-Cal Peer Support team for their efforts. Dr. Miller also discussed the new Remote Clinical Supervision and Loan Repayment programs. CalMHSA continues its work on the Take Action for Mental Health campaign, as well as the "Hey Neighbor" campaign, which is being conducted in partnership with Sacramento, Los Angeles, and Sonoma Counties. This initiative, designed with IDEO, aims to provide counties with more information about homelessness in their communities. Dr. Miller also provided an update on the CalHOPE initiative, noting that it is nearing completion and was fully funded by the state. Updates were also given on the Managed Care Team, the Presumptive Transfer Portal, CalAIM trainings, and the Behavioral Health Quality Improvement Program (BHQIP). Looking ahead, Dr. Amie Miller outlined CalMHSA's next focus, which includes developing additional delegation of quality improvement (QI) functions and offering support for counties initiatives.

Public Comments: None

8. Public Comments on Non-Agenda Items

Mr. Avetissian invited members of the public to make comments on non-agenda items.

Public comments (from the following individuals):

None

Closed: President Luke Bergmann closed the meeting at 12:29pm.

Respectfully submitted,

President, CalMHSA

DATE

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

Sole Source – Behavioral Health Transformation Program
Continuum of Care, Training and Technical Assistance

5.c.

PROGRAM MATTERS
Agenda Item 5C

SUBJECT: SOLE SOURCE - BEHAVIORAL HEALTH TRANSFORMATION PROGRAM - CONTINUUM OF CARE, TRAINING AND TECHNICAL ASSISTANCE

ACTION FOR CONSIDERATION:

Board Approval of the following:

1. CalMHSA proposes entering a sole source contract with Homebase (“Homebase”) for the provision of training and technical assistance to CalMHSA and California counties related to addressing gaps in the continuum of care as it relates to expanding and improving housing innovations and integrating housing programs with health and behavioral health care. strengthening county accountability and statewide access to behavioral health services. This service (“Service”) will support CalMHSA in meeting deliverables related to Medi-Cal Provider Development under the Behavioral Health Transformation Agreement with the Department of Health Care Services (DHCS). CalMHSA proposes offering Homebase an agreement with a not-to-exceed funding limit of \$350,000 with a project term beginning on November 1, 2024, through June 30, 2025. This approval authorizes the Executive Director to execute a contract on behalf of CalMHSA with Homebase.

BACKGROUND AND STATUS:

CalMHSA is currently working with DHCS to implement changes related to the Behavioral Health Transformation Act, which is intended to address remaining gaps in the continuum of care for the most vulnerable Californians. Behavioral Health Transformation complements and builds on California’s other major behavioral health initiatives, including but not limited to the California Advancing and Innovating Medi-Cal (CalAIM) initiative the California Behavioral Health Community-Based Organized Networks of Equitable Care and Treatment (BH-CONNECT) Demonstration proposal, the Children and Youth Behavioral Health Initiative (CYBHI), Medi-Cal Mobile Crisis and 988 expansion, and the Behavioral Health Continuum Infrastructure Program (BHCIP).

Homebase is a non-profit dedicated to building community capacity to prevent and end homelessness. Their mission is to build community capacity to end homelessness and reduce poverty, and to foster thriving, inclusive communities. Homebase supports communities and agencies in establishing the systems and programs needed to help people who are homeless or at-risk achieve housing stability, improve health and wellness, maximize economic self-sufficiency, and reclaim their dignity. Rather than creating disparate programs, they help communities integrate housing and services into coordinated systems of care, exponentially enhancing impact. Their core services include:

- Building systems of care

- Visioning and planning
- Connecting housing with health care, income and services
- Using data to inform action

The goal of this partnership is to provide quality training and technical assistance to our county partners.

Request for Sole Source Approval of Homebase

The CalMHSA Board Resolution 12-01 Purchasing and Procurement Policy, Section 7: Competitive Selection Process Exceptions details several exceptions to the competitive selection process. This contract meets the following criteria:

- *The uniqueness of a vendor's capabilities or goods offered to meet the needs of CalMHSA as compared to other contractors.*
- *There is only one viable provider of the required service in the geographic area.*
- *The facilities, staff or equipment the proposed vendor has that are specialized and vital to the services required.*
- *The prior experience of the proposed vendor is vital to the goods or services.*

Homebase would provide unique capabilities to meet the needs of CalMHSA. Homebase has spent the last three decades advancing solutions to end homelessness. Founded in 1985, Homebase has played an integral role in designing and improving the programs and systems responding to homelessness at the community, state, and federal level. Some of their past projects have included a homelessness gaps analysis for Madera County, completing a Tulsa Citywide Housing Assessment, and compiling a strength analysis for Maricopa Regional's Continuum of Care Coordinated Entry System.

CalMHSA was not able to identify any other vendor that provides the experience and expertise Homebase can provide.

Counsel has reviewed this justification and concludes that it complies with Section 8 of CalMHSA's Procurement Policy.

FISCAL IMPACT:

Homebase's Agreement term would be from November 1, 2024, through June 30, 2025, with payment that does not exceed \$350,000 over the Agreement term.

RECOMMENDATION:

Board Approval of the following:

1. Authorize CalMHSA to enter into a sole source contract with Homebase to provide training and technical assistance for counties under the Behavioral Health Transformation program. Authorize Executive Director to execute a contract on behalf of CalMHSA.

TYPE OF VOTE REQUIRED:

Majority vote.

REFERENCE MATERIAL(S) ATTACHED:

None.

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

Sole Source – Behavioral Health Transformation Program
Homeless management Information System, Training and Technical Assistance

5.d.

PROGRAM MATTERS
Agenda Item 5D

**SUBJECT: SOLE SOURCE - BEHAVIORAL HEALTH TRANSFORMATION PROGRAM – HOMELESS
MANAGEMENT INFORMATION SYSTEM, TRAINING AND TECHNICAL ASSISTANCE**

ACTION FOR CONSIDERATION:

Board Approval of the following:

1. CalMHSA proposes entering into a sole source contract with Abt Global (“Abt Global”) for the provision of training and technical assistance to CalMHSA and California counties related to providing expertise regarding the implementation and utilization of Homeless Management Information Systems (HMIS) and coordinated entry systems across county housing and behavioral health systems. This service (“Service”) will support CalMHSA in meeting deliverables related to Medi-Cal Provider Development under the Behavioral Health Transformation Agreement with the Department of Health Care Services (DHCS). CalMHSA proposes offering Abt Global an agreement with a not-to-exceed funding limit of \$350,000 with a project term beginning on November 1, 2024, through June 30, 2025. This approval authorizes the Executive Director to execute a contract on behalf of CalMHSA with Abt Global.

BACKGROUND AND STATUS:

CalMHSA is currently working with DHCS to implement changes based on the Behavioral Health Transformation Act which is intended to address remaining gaps in the continuum of care for the most vulnerable Californians. Behavioral Health Transformation complements and builds on California’s other major behavioral health initiatives, including but not limited to the California Advancing and Innovating Medi-Cal (CalAIM) initiative the California Behavioral Health Community-Based Organized Networks of Equitable Care and Treatment (BH-CONNECT) Demonstration proposal, the Children and Youth Behavioral Health Initiative (CYBHI), Medi-Cal Mobile Crisis and 988 expansion, and the Behavioral Health Continuum Infrastructure Program (BHCIP).

Abt Global is an engine for social impact, fueled by caring, curiosity and cutting-edge research that moves people from vulnerability to security. Their mission is improving the quality of life and economic well-being of people worldwide, and their areas of focus expand from equity and social determinants of health to housing, communities, and asset building. For 60 years, they have helped policymakers understand the magnitude and causes of homelessness and measure the impact and cost-effectiveness of solutions.

The goal of this partnership is to provide quality training and technical assistance to our county partners.

Request for Sole Source Approval of Abt Global

The CalMHSA Board Resolution 12-01 Purchasing and Procurement Policy, Section 7: Competitive Selection Process Exceptions details several exceptions to the competitive selection process. This contract meets the following criteria:

- ***The uniqueness of a vendor's capabilities or goods offered to meet the needs of CalMHSA as compared to other contractors.***
- ***There is only one viable provider of the required service in the geographic area.***
- ***The facilities, staff or equipment the proposed vendor has that are specialized and vital to the services required.***
- ***The prior experience of the proposed vendor is vital to the goods or services.***

Abt Global would provide unique capabilities to meet the needs of CalMHSA. Abt Global is very familiar with supporting efforts to solve homelessness, and in 2023, partnered with the Turner Center for Housing Innovation at UC Berkeley and USCF's Benioff Institute for Housing and Homelessness to better understand the scale and scope of homelessness in California. The assessment included quantitative data and surveys, as well as qualitative data based on interviews with people with lived experience of homelessness, representatives from local governments, and other partners from local homelessness and housing systems, and looked at the coordination and effectiveness of care to assess how well jurisdictions from other systems, like criminal justice, health, behavioral health and social services, engaged in holistic response efforts. Other projects of similar scope included evaluating the US Department of Housing and Urban Development's Community Choice Demonstration, review Rise Up Alameda's pilot program to provide low-income residents with unrestricted cash benefits and developed a landscape analysis to explore how homeownership can help advance health equity, racial equity, and social and economic well-being.

All of these programs utilize a variety of evaluation tools, including a homeless management information system that allows Abt Global to easily gather and analyze data across distinct communities. CalMHSA believes Abt Global would be the ideal vendor to train county behavioral health agencies on how to best leverage these tools as it applies to their own data collection.

CalMHSA was not able to identify any other vendor that provides the experience and expertise Abt Global can provide.

Counsel has reviewed this justification and concludes that it complies with Section 8 of CalMHSA's Procurement Policy.

FISCAL IMPACT:

Abt Global's Agreement term would be from November 1, 2024 through June 30, 2025, with payment that does not exceed \$350,000 over the Agreement term.

RECOMMENDATION:

Board Approval of the following:

1. Authorize CalMHSA to enter into a sole source contract with Abt Global to provide training and technical assistance for counties under the Behavioral Health Transformation program.
Authorize Executive Director to execute a contract on behalf of CalMHSA.

TYPE OF VOTE REQUIRED:

Majority vote.

REFERENCE MATERIAL(S) ATTACHED:

None.

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

Approve contract for media market vendor
AMF Media Group, for \$500,000.

5.e.

AGENDA ITEM 5.e

SUBJECT: AMF MEDIA GROUP

RECOMMENDATION: Approve contract for media market vendor AMF Media Group, for \$500,000.

CURRENT STATUS AND BACKGROUND:

Under CalMHSA's current PA with LACDMH to administer programs based on the direction and approval from LACDMH staff has explored and negotiated work with AMF Media Group to support meeting their media and outreach goals. AMF will support LACDMH's General Awareness campaign media placements to begin in November 2024 and run into 2025 to reach their stakeholders during the holiday season and beyond. AMF will support multi-media placements.

For LACDMH's Take Action for Mental Health Awareness campaign, AMF provided services and was an exceptional partner. CalMHSA has contracted with this vendor on behalf of LACDMH after selecting them through an RFP process for media buy work on 2023. Working with this pre-approved vendor will help DMH's goal to execute a November 2024 launch for their media campaign.

FISCAL IMPACT

The funds for this contract come from the LACDMH PEI program funds already held by CalMHSA, there is no fiscal impact to other counties.

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

Approve contract for event/media vendor Audacy, for \$325,000.

5.f.

AGENDA ITEM 5.f

SUBJECT: AUDACY

ACTION FOR CONSIDERATION:

Board Approval of the following:

CalMHSA proposes entering into a sole source contract for event/media vendor Audacy, for \$325,000.

BACKGROUND AND STATUS:

Under CalMHSA's current PA with LACDMH to administer programs based on the direction and approval from LACDMH staff has explored and negotiated work with Audacy to support meeting media and outreach goals. Audacy will run pre- and post-show awareness campaign media for Almost Acoustic Christmas 2024 with LACDMH as a partner. LACDMH will receive prominent public presence and messaging onsite, including an on-site activation and prominent logo inclusion.

For LACDMH's Take Action for Mental Health Awareness campaign, Audacy provided services and was an exceptional partner. They also provided the same services for Almost Acoustic Christmas in 2022 and 2023.

Request for Sole Source Approval of Abt Global

The CalMHSA Board Resolution 12-01 Purchasing and Procurement Policy, Section 7: Competitive Selection Process Exceptions details several exceptions to the competitive selection process. This contract meets the following criteria:

- *The uniqueness of a vendor's capabilities or goods offered to meet the needs of CalMHSA as compared to other contractors.*
- *The facilities, staff or equipment the proposed vendor has that are specialized and vital to the services required.*
- *The prior experience of the proposed vendor is vital to the goods or services.*

As discussed above, Audacy provided the same services for Almost Acoustic Christmas in 2022 and 2023, and is uniquely situated to provide these same services for 2024.

Counsel has reviewed this justification and concludes that it complies with Section 8 of CalMHSA's Procurement Policy.**FISCAL IMPACT**

The funds for this contract come from the LACDMH PEI program funds already held by CalMHSA, there is no fiscal impact to other counties.

RECOMMENDATION:

Board Approval of the following:

1. Authorize CalMHSA to enter into a sole source contract with Audacy to support meeting media and outreach goals, and run pre- and post-show awareness campaign media for Almost Acoustic Christmas 2024.

TYPE OF VOTE REQUIRED:

Majority vote.

REFERENCE MATERIAL(S) ATTACHED:

None.

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

Approve contract for sport team vendor LAFC, for \$250,000

5.g.

AGENDA ITEM 5.g**SUBJECT: LAFC**

RECOMMENDATION: Approve contract for sport team vendor Los Angeles Football Club (“LAFC”), for \$250,000

CURRENT STATUS AND BACKGROUND:

Under CalMHSA’s current PA with LACDMH to administer programs based on the direction and approval from LACDMH, staff has explored and negotiated work with LAFC to support meeting their media and outreach goals. LACDMH will be a partner of LAFC and will receive co-branding rights, in-arena exposure, digital exposure, mental health awareness month features and OOH home signage. They will also work collaboratively on community-based initiatives.

Quotes and partnership proposals were received from the two professional soccer teams located in LA County. Based on a thorough review and evaluation, LAFC was selected for this program.

FISCAL IMPACT

The funds for this contract come from the LACDMH PEI program funds already held by CalMHSA, there is no fiscal impact to other counties.

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

Approve contract for radio/media vendor Meruelo Media, for \$210,000

5.h.

AGENDA ITEM 5.h

SUBJECT: MERUELO MEDIA

ACTION FOR CONSIDERATION:

Board Approval of the following:

1. CalMHSA proposes entering a sole source contract with radio/media vendor Meruelo Media, for \$210,000

BACKGROUND AND STATUS:

Under CalMHSA's current PA with LACDMH to administer programs based on the direction and approval from LACDMH staff has explored and negotiated work with Meruelo Media to support meeting their media and outreach goals. Meruelo media will provide radio broadcasting campaigns and support 9 LACDMH events with activations and promotion. This will include talent involvement.

Meruelo Media is uniquely equipped to reach specific LA County residents and no other vendor had submitted a proposal offering the same level of reach. Their platform's audience demographics align directly with DMH's target populations.

Request for Sole Source Approval of Meruelo

The CalMHSA Board Resolution 12-01 Purchasing and Procurement Policy, Section 7: Competitive Selection Process Exceptions details several exceptions to the competitive selection process. This contract meets the following criteria:

- *The uniqueness of a vendor's capabilities or goods offered to meet the needs of CalMHSA as compared to other contractors.*

FISCAL IMPACT

The funds for this contract come from the LACDMH PEI program funds already held by CalMHSA, there is no fiscal impact to other counties.

RECOMMENDATION:

Board Approval of the following:

1. Authorize CalMHSA to enter into a sole source contract with Meruelo media to provide radio broadcasting campaigns and support 9 LACDMH events with activations and promotion. Authorize Executive Director to execute a contract on behalf of CalMHSA.

TYPE OF VOTE REQUIRED:

Majority vote.

REFERENCE MATERIAL(S) ATTACHED:

None.

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

Approve contract for multi-media vendor Univision, for \$299,885

5.i.

AGENDA ITEM 5.i

SUBJECT: UNIVISION

ACTION FOR CONSIDERATION:

Board Approval of the following:

1. CalMHSA proposes entering a sole source contract with multi-media vendor Univision, for \$299,885.

BACKGROUND AND STATUS:

Under CalMHSA's current PA with LACDMH to administer programs based on the direction and approval from LACDMH, staff has explored and negotiated work with Univision to support meeting their media and outreach goals. Univision will provide multi-media (radio and television broadcasting, and digital exposure) partnership. This will include talent involvement, creative development, and incorporate LACDMH subject matter expertise.

Univision is uniquely equipped to reach specific Spanish speaking LA County residents.

For LACDMH's General Awareness and Take Action for Mental Health Awareness campaigns, Univision provided services and was an exceptional partner. CalMHSA has contracted with this vendor under the direction and on behalf of LACDMH in 2022, 2023, and now 2024.

Request for Sole Source Approval of UNIVISION

The CalMHSA Board Resolution 12-01 Purchasing and Procurement Policy, Section 7: Competitive Selection Process Exceptions details several exceptions to the competitive selection process. This contract meets the following criteria:

- *The uniqueness of a vendor's capabilities or goods offered to meet the needs of CalMHSA as compared to other contractors.*
- *The facilities, staff or equipment the proposed vendor has that are specialized and vital to the services required.*
- *The prior experience of the proposed vendor is vital to the goods or services.*

As noted, Univision is uniquely equipped to reach specific Spanish speaking LA County residents. CalMHSA has contracted with this vendor under the direction and on behalf of LACDMH in 2022, 2023, and now 2024.

Counsel has reviewed this justification and concludes that it complies with Section 8 of CalMHSA's Procurement Policy.

FISCAL IMPACT

The funds for this contract come from the LACDMH PEI program funds already held by CalMHSA, there is no fiscal impact to other counties.

Contracts with
California Department of Corrections and Rehabilitation

5.j.

PROGRAM MATTERS
Agenda Item 5.j.

SUBJECT: CDCR Agreements

ACTION FOR CONSIDERATION:

Board Approval of the following:

1. CalMHSA entering into a “Bulk Purchasing Agreement” with CDCR to provide Medi-Cal Peer Support Specialist codes to CDCR.
2. CalMHSA entering into a Continuing Education Training Provider Agreement with CDCR.

BACKGROUND AND STATUS:

On January 24, 2024, the CalMHSA Board of Directors approved a contract between CalMHSA and CDCR for CalMHSA to provide Medi-Cal Peer Support Specialist training to residents within CDCR’s correctional facilities, including training leading to certification of Medi-Cal Peer Support Specialists.

CDCR has requested that the CALMHSA Board of Directors approve the two additional agreements addressed herein.

Medi-Cal Peer Support Specialist Bulk Purchasing Agreement. This agreement will permit CDCR to purchase Medi-Cal Peer Support Specialist codes to distribute to interested participants within the CDCR system, including codes for Applications, Exams, and Trainings, Application renewals, and reinstatement fees in accordance with the Medi-Cal Peer Support Specialist Program.

Continuing Education Training Provider Agreement. Through this Program, CalMHSA will serve as the certifying body, responsible with upholding training curriculum standards among providers, verifying that individuals seeking Medi-Cal Peer Support Specialist certification meet the established criteria, and overseeing the certification issuance process. CalMHSA desires to recognize CDCR as a Medi-Cal Peer Support Specialist Program Continuing Education (CE) Provider to support in the development and validation of the Medi-Cal Peer Support Specialist Certification renewal efforts. CDCR represents they are willing and professionally qualified to provide such services to CalMHSA.

FISCAL IMPACT:

No fiscal impact. CDCR will either purchase from CalMHSA or CDCR assumes funding responsibilities.

RECOMMENDATION:

Board Approval of the following:

1. Authorize CalMHSA to enter an agreement or with CDCR to provide Medical Peer Support Specialist codes to CDCR and to enter into a Continuing Education Training Provider Agreement.

TYPE OF VOTE REQUIRED:

Majority vote.

REFERENCE MATERIAL(S) ATTACHED:

None.

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

Treasurer's Report September 30, 2024

5.k



Treasurer's Report

Quarterly - as of September 30, 2024

July 1, 2024- September 30, 2024

	Book Balance	Market Value	Effective Yield
Cash with California Bank & Trust	\$26,355,615.90	\$26,355,615.90	0.00%
Cash with California Bank & Commerce	\$41,265,600.98	\$41,265,600.98	0.00%
Local Agency Investment Fund	\$27,732,090.72	\$28,060,963.89	4.71%
Total Cash and Investments	\$95,353,307.60	\$95,682,180.77	

Amount of receipts since last report	\$26,430,968.22
Amount of payments since last report	\$26,713,726.63
Amount of prior period voided checks	\$0.00

The Local Agency Investment Fund (LAIF) market value was derived by applying the September 2024 fair value factor of 1.002061084 to the book value.

I certify that this report reflects all cash and investments and is in conformance with the Authority's Investment Policy. The investment program herein shown provides sufficient cash flow liquidity to meet the Authority's expenditures for the next six (6) months.

Respectfully submitted,

Accepted,

David Avetissian, Chief Financial Officer

Phebe Bell, Treasurer