COUNTY OF LOS ANGELES

MARVIN J. SOUTHARD, D.S.W.
Director

ROBIN KAY, Ph.D.
Chief Deputy Director

RODERICK SHANER, M.D.
Medical Director

BOARD OF SUPERVISORS

GLORIA MOLINA
MARK RIDLEY-THOMAS
ZEV YAROSLAVSKY
DON KNABE
MICHAEL D. ANTONOVICH

DEPARTMENT OF MENTAL HEALTH

http://dmh.lacounty.gov

550 SOUTH VERMONT AVENUE, LOS ANGELES, CALIFORNIA 90020

Reply To: (213) 738-4601
Fax: (213) 386-1297

February 16, 2010

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

APPROVE EXPENDITURES FOR ANOTHER KIND OF VALOR CONFERENCE (ALL SUPERVISORIAL DISTRICTS) (3 VOTES)

SUBJECT

Request approval to expend funds to co-host Another Kind of Valor Conference on March 1, 2010, with the Veterans Affairs Greater Los Angeles Healthcare System and the Veterans Affairs Desert Pacific Mental Illness Research, Education and Clinical Center, at the Brentwood Veterans Affairs Theatre to coordinate community partnerships and improve access to services.

IT IS RECOMMENDED THAT YOUR BOARD:

1. Authorize the Department of Mental Health (DMH) to expend funds to conduct Another Kind of Valor Conference to be held March 1, 2010, co-hosted with the Veterans Affairs (VA) Greater Los Angeles Healthcare System and the VA Desert Pacific Mental Illness Research, Education and Clinical Center (MIRECC), at an estimated total cost to DMH of $9,000, fully funded by Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) revenue.

2. Authorize the Director of Mental Health, or his designee, to execute an agreement with RICHMARK Entertainment for venue-related event costs estimated at $3,000.

3. Authorize the Director of Mental Health, or his designee, to execute a purchase order for catering services for the conference, using County procurement and purchasing policy procedures at an estimated cost of $6,000.

4. Authorize DMH to purchase food and beverages for participants and County employees attending the conference, in exception to Los Angeles County Code Section 5.40.097, Incidental Expenses, which limits such purchases to $500 per occurrence and $5,000 annually.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

These actions will allow DMH to co-host and conduct Another Kind of Valor Conference to be held on March 1, 2010, at the Brentwood VA Theatre. The conference is designed to provide 200 specially invited participants with a greater awareness of the painful issues faced by many returning veterans and their families and with effective tools and strategies to better serve them. This conference will encourage collaboration and streamline links among service providers in Los Angeles County to better serve veterans and their families. The goal is to create better coordinated and responsive community partnerships to improve access to appropriate effective services. The purchase order with RICHMARK Entertainment is for various production costs including labor and equipment for preparation and set up of the facility. Expenditure of these funds by DMH helps leverage funding from VA and MIRECC to facilitate a superior event than would be possible had DMH conducted the event without these partners.

Implementation of Strategic Plan Goals

The recommended actions support the County's Strategic Plan Goal 2, Children, Family and Adult Well-Being, and Goal 4, Health and Mental Health.

FISCAL IMPACT/FINANCING

The estimated total cost of the conference for all co-hosts is $19,000. DMH's portion of the total is $9,000, fully funded by MHSA PEI revenue. The VA and MIRECC each will contribute $5,000. DMH's contribution will cover audio and visual services, food and beverage services, and labor. Sufficient appropriation exists within the DMH Fiscal Year 2009-10 Final Adopted Budget. There is no net County cost.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Another Kind of Valor Conference is the first collaboration between DMH and the VA to raise awareness of the needs of returning veterans and their families and to promote community partnerships to better serve them. The conference is consistent with DMH's goal of promoting hope, wellness, and recovery.

The specially invited participants will include representatives of the following groups: mental health; substance abuse; physical health; law enforcement; emergency responders; educators; clergy; veterans and their families; veterans' service organizations; branches of the armed forces; attorneys; judges; and local, state, and national elected officials.

Another Kind of Valor Conference promotes integrated learning and includes a compelling series of vignettes that illustrate veterans' war zone experiences and homecoming adjustments. The vignettes were produced by Dan E. Weisburd, an international award-winning media professional, and will serve as a catalyst for stimulating discussion that will be led by Mr. Weisburd and other experienced

facilitators. This innovative learning experience has been offered in other cities across the nation.

CONTRACTING PROCESS

The conference committee determined that, given the goal of the conference to promote collaboration and partnerships among community providers who serve veterans, a VA site would be the most appropriate location. The committee selected the Brentwood VA Theatre, located in West Los Angeles, on the basis of its location, size, accommodations, and cost. The VA owns the theatre, but contracts exclusively with RICHMARK Entertainment to manage theatre productions and operations. Therefore, no other production company may be considered for the event.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The conference will facilitate community partnerships and provide representatives of County departments, community agencies, law enforcement, and others with tools and strategies to better serve veterans and their families.

Respectfully submitted,

MARVIN J. SOUTHARD, D.S.W.
Director

MJS:TB:CC:NK

c: Chief Executive Office
County Counsel
Executive Officer, Board of Supervisors
Chairperson, Mental Health Commission