

## **Community Education & Policy Committee Meeting**

Minutes: April 9, 2018

**Attendance:** Antonio Alexander, Amanda Wilkerson Damien Center, Megan Henderson Anthem, Emmy Hildebrand HVAF, Michael Schwing, William Bumphus Wheeler Mission

**Unhoused Advisory Council:** Amanda updated that the Advisory Council met last week. The structure of the committee and the scope of work will be determined by individuals participating. The meeting was an introductory meeting, an explanation of the CoC and the representation of their council to the wider CoC and Blue Print Council. There were approximately 6 unhoused persons in attendance. Rev. Alexander asked if any feedback was received. Amanda explained that it will take time to earn the trust of those attending, but there is willingness to participate in this type of forum. Rev. Alexander asked for the next meeting details to be shared when determined so we can have more robust outreach efforts. Michael asked for a flyer to be shared for the next meeting. He also added the library posts information as well. One point of concern was using the housing assistance as an incentive to participate, several attendees did not want to provide personal information. Amanda is hopeful this will be addressed overtime. Amanda was encouraged that participants shared information like lack of adequate shower space, warming stations, etc. that are simple ways for organizations to make an impact in our city. Michael encouraged Amanda to keep an open mind regarding unhoused vs. formerly homeless participants and to be patient if the meetings are difficult to keep on track.

**CoC Outreach Initiatives:** Rev. Alexander explained that we've had multiple discussions about how to best provide communication for the CoC. It is this committee's charge to promote the CoC. Last meeting, we discussed brochures, posters, postcards, website as appropriate mediums. He would like to have multiple mediums to share with appropriate audiences. Michael also suggested that we consider writing a blog. Rev. Alexander asked how agencies share their message. Emmy and William explained that their agencies use a multi-faceted approach to promote their agencies. Word of mouth is always key, but social media has a huge response as well. Rev. Alexander would like to develop more material targeted towards homeless individuals, new service providers in our community, etc. Emmy suggested developing a generic *What is the CoC* type brochure to be used for multiple audiences. William expressed concern about how many of what types of material to purchase and who would pay for it? Amanda would like to order brochures and business card/postcard sizes. The committee worked through a whiteboard drawing of a brochure draft. Emmy suggested we look at other CoC's promotional material for ideas. Rev. Alexander will put together a template based on the input today and share it with the committee.

Meeting adjourned at 4:29.