



**Strategic Planning, Funding and Advocacy Committee (SPFAC)
Meeting Minutes
11.7.2022**

Present: Leah McCall, Ashley Burton, Julia Steinberg, Marc Craig, Jenny Poma, Erinn Johnson, Max Glick, Taylor Eberhart

1. Introductions

- a. Group introductions and interest in 4 focus areas:
 - i. Public Advocacy and Awareness
 - ii. Public Relations
 - iii. Strategic Plan
 - iv. Funding

2. Strategic Plan

- a. Group reviewed New Dashboard spreadsheet and identified initiatives that are still in progress.
 - i. The HUD-driven initiative of becoming a Unified Funding Agency may be removed if it's no longer being pursued.
- b. Group will look at Blueprint to tie it in with the strategic plan.
 - i. Many of the Blueprint initiatives may be led by the Alliance including bringing funding resources into the community.

3. Engagement & Structure

- a. How we want to be engaged through SPFAC; explore restricting possibilities and interests.
 - i. Group would like to continue to meet monthly, possibly in small workgroups; review info if needed between meetings with working meetings monthly or every other month.
 - ii. Group to outreach/invite participants from other agencies to engage.
 - 1. OLHSA & Pontiac Housing Commission have been invited.
 - 2. HAVEN, CNS, Affirmations, & Easterseals suggested to be invited.
 - 3. Those who can offer assistance in communication would benefit the group.

4. Advocacy and Public Awareness

- a. Advocacy needed around basic needs.
 - i. Charlie Cavell is working on accessing ARPA funds for basic needs, rental/utility assistance. Others are advocating for funding as well.
 - 1. Invite conversation with Charlie to inform the urgency of need.
 - ii. Coordinate efforts of communication between agencies and advocate for underserved populations.
 - iii. Alliance can lead unified messaging.
- b. November is Homeless Awareness Month



5. PR Portion

- a. Point in Time Count is on January 25th, 2023
 - i. Registration is open for volunteers at:
<https://www.oaklandhomeless.org/point-in-time>.
 - ii. We are also looking for donations for the care kits that we pass out to unsheltered folks - things like hygiene items, and winter gear (hats, gloves, hand warmers).
 - iii. Ashley will create a post for agencies to share and spread the word.

6. Strategic Plan & Funding

- a. SPM Return to Homelessness/Short-term hotel stays
 - i. Gap for individuals housed with PSH who need support with a mental health crisis or emergencies like a flood, and leaving to stay at shelter.
 1. These instances impact our data.
 2. Communication/education needed for shelters.
 3. Support needed for individuals and short-term funds needed for hoteling.

Action Items:

1. Jenny to email Charlie about \$80M undesignated ARPA funds and how the Alliance can support his effort
2. Full committee to review blueprint prior to December meeting
3. Leah to follow-up with OLSHA and PHC about SPFAC participation
4. Erinn to reach out to CNS about SPFAC participation
5. Taylor to reach out to Affirmations about SPFAC participation
6. Ashley to create flyer and/or social media post to solicit care kits for the night of the PIT. Agencies to share.

Next Meeting: December 5, 2022 at 10:00am – 11:00am - This will be a working meeting to start refreshing the strategic plan in response to the blueprint.