



**Strategic Planning, Funding and Advocacy Committee (SPFAC)
Meeting Minutes
11.8.2021**

Present: Leah McCall, Ashley Burton, Julia Steinberg, Eric Burton, Marc Craig

Advocacy and Public Awareness

- Racial Disparities Workgroup – Next meeting will be December 6th.

PR Portion

- November Homeless Awareness Month
 - Send events to the Alliance to promote on website calendar.
- CERA Press Release with Client Survey Info
 - We would like to target Oak Park.
 - Would like to release a news article PR with client feedback/success stories.
 - King Media contract has run out; will discuss with the group if we want to do more marketing/ads.

Next meeting: December 13, 2021 at 9:00am – 11:00am