



**Strategic Planning, Funding and Advocacy Committee (SPFAC)
Meeting Minutes
10.11.2021**

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

Announcements:

- November is Homelessness Awareness Month.
 - Monday, November 1st HOPE is planning candlelight vigil with music, a food truck, and speeches from local elected officials.
- Homeless Healthcare meeting virtually on November 12 with focus on homeless awareness.
 - Sen Bayer & Rep Carter speaking about Homeless Poverty Caucus.
 - Shane will present Blueprint.
- Discussion about Alliance sharing calendar of events, expanding community involvement.
 - Push for vaccine outreach, incentives.

Advocacy and Public Awareness

New Assessment Tool Update

- No update on new assessment tool.

Report from Racial Disparities Workgroup

- Meeting virtually with C4 on Wednesday, October 13 at 11am-4pm.
- Working on interviews with staff and current participants to pull the data needed that HMIS doesn't capture.
- Will be looking at data at the next meeting and beginning planning stage that will align with Blueprint.
- Applied for Racial Equity Demonstration Project with HUD.

Report from ID Taskforce

- Taskforce has accomplished the goals that they set out to do.
- Meeting quarterly.
- Next meeting will be in January.

Oakland County Update –Fair Housing Initiative— Landlord Mitigation Fund/Homeless Blueprint/Source of Income Discrimination, Rent, Mortgage, Utility Assistance, Southeast Michigan Regional Refugee Resettlement Collaborative

- Landlord Mitigation Fund has been approved; waiting on legal team and contract.
- ARPA meeting is tomorrow.
- Rent, Mortgage, Utility Assistance program still has funds available.



CERA

- Asked MSHDA for additional \$18 million; received approval and now waiting on MSHDA to process the request.

PR

CERA marketing plan – King Media results/survey results

- Tiffany is working on contacting clients and collecting success stories.
- Survey asked how people heard about CERA, how they applied, their experience.
- Lighthouse is receiving low number of applications.
 - Alliance may want to run ads in local newspaper publications or target neighborhood social media groups.
- We may want to release the full CERA report during Homeless Awareness Month.

Strategic Plan & Funding

Service expansion and funding opportunities

- Revisit strategic plan, how it fits with the blueprint, and funding opportunities once CERA funds are gone.
- Advocate for ongoing funding for prevention.

Next meeting: November 8, 2021 at 9:00am – 11:00am