



Strategic Planning, Funding and Advocacy Committee (SPFAC)

Meeting minutes

7.13.2020

Present: Mark Craig, Ashley Burton, Leah McCall, Shannon Smith, Kathy Williams, Eric Burton, Elizabeth Kelly, Angela Gougherty, Joseph Figlioli

Advocacy and Public Awareness

1. UPDATE: Advocacy Agenda
 - Leah reached out to Regina and she agreed to go through the racial equity piece of the agenda
 - Create a workgroup that deals with racism, housing, and fair housing.
 - Leah will follow up with Regina with updates and also discuss with her how to structure the workgroup, the format, and what she recommends what the topics should be
2. Racial Disparities Grant
 - Second round of funding through Community Foundation
 - The grant amount is \$40,000 and is due **August 17th**.
 - Leah reached out to the foundation to see what area to apply under and she is waiting for a response
3. Functional Sentencing?
 - Reach out to Homeless and Poverty caucus to help with criminal justice reform as a part of advocacy
 - Elizabeth will reach out to Brenda and Rosemary regarding criminal justice and homelessness
- a. ACLU lawsuit against OCJ
 - Access to basic hygiene items essential for COVID
 - Jail is targeting people who are impoverished
- b. Impact of outstanding warrants on future resolution of homelessness
 - Outstanding warrants prevent people who are homeless, resolving homelessness
 - Have clients represented by street democracy or another organization to help clear up warrants
4. Plan for Homeless Awareness Month/November
 - a. Events for each week?
 - Add events to the community calendar. Ashley will look into creating a SPFAC calendar to share with everyone so we can organize PR for events.
 - Dave Woodward would like to create affordable housing workgroup through the board of commissioners and integrate this into homeless awareness.
 - Leah: Reach out to Shane to do an event based on first responders and law enforcement around homelessness.
 - Week of Veterans day: have event focused on veterans

- Week of Thanksgiving: share stories of families that just moved into housing
 - Leah: reach out to MCAH and MSHDA if they have a certain week they like to target during the month
- b. What does planning and implementation look like?
- Start planning as early as Sept.
 - Asking agencies what they plan to do to raise awareness during Homeless Awareness Month
 - Look at different CoC's for event ideas
 - Leah: send out to the list serve asking if other agencies are hosting an event in November so we can add to community calendar/ promote all the events happening through the Alliance.
 - Joe and Leah will help with planning

PR Portion

1. Upcoming events needing PR
 - a. Annual Retreat
 - Flyer is completed and has been sent out
 - Leah will reach out Natalie Broda from the Oakland Press and Bill Laitner from the Detroit Free Press
 - Registration will open August 15th
 - b. Homeless Awareness Month
 - Have a piece in the Oakland press or Detroit Free Press in Oct. to introduce the event and the events.
 - Share events through the Alliance Facebook Page.
 - c. Point in Time Count
 - Start planning in Sept.
 - Bring in PATH this year
 - Host sites will be at Lighthouse and RO City Hall

Plan for PR for each event

- Identify timeline, media outlets and who is responsible
- Ask agencies that have PR contacts to use for upcoming events

Strategic Plan & Funding

STANDING ITEM: Land Lord Mitigation Fund

- Leah reached out to Dave Woodward and the board of commissioners would like to pick back up on this and move it forward.

NEXT MEETING DATE: August 10, 2020; 9:00AM – 11:00 AM Location: Via Zoom