



**Strategic Planning, Funding and Advocacy Committee (SPFAC)  
Meeting Minutes  
5.10.2021**

**Present:** Elizabeth Kelly, Marc Craig, Ashley Burton, Julia Steinberg, Eric Burton, Kathy Williams, Melanie Grund, Leah McCall

**Advocacy and Public Awareness**

Racial Disparities Workgroup

- C4 presenting prioritization process at Alliance Annual Retreat on Wednesday (5/12).
- Looking at data, disparities, and focusing on goals.
- Funding for one more year received from Community Foundation.

ID Taskforce

- Secretary of State updated website for ease of use for case managers to help individuals.
- Birth certificates required for ID.
- Requesting fee to be waived for all who need ID at next meeting (5/19).
- For agency questions about acquiring ID, contact Allison Green at MCAH, MCAH website for training, or Elizabeth Kelly.

Oakland County Update - Landlord Mitigation Fund/Homeless Blueprint/Source of Income Discrimination

- Board of Commissioners pulled Landlord Mitigation Fund/Source of Income Discrimination to continue working on and hope to move forward in May.
- Two bills to be introduced that address Source of Income Discrimination.
- Blueprint in early planning stages; meeting again on Thursday (5/13). Funds must be spent by September.
- Exploring Fair Market Rent (FMR) for Oakland County.
- OC reopening rent, mortgage, utility assistance on June 1<sup>st</sup>. Register for notifications [HERE](#).

CERA roll out

- Receiving lots of applications and many portal glitches.
- Tracking & balancing AMI %, entering backlogged data into portal.
- Adjusted zip code allocations.
- Still working on hiring staff.
- All zip codes are receiving assistance, billing out monthly.

Vaccine distribution to vulnerable populations

- Honor Community Health has ongoing open clinics, mobile vaccine vehicle, and outreach efforts.
- HOPE working with health department and has opened up vaccinations to family of staff.



## Legislative Action/Homeless and Poverty Caucus – May 14 HHC

- Homeless Healthcare Council collaboration Friday, May 14 at 9am, Sen. Bayer and Rep. Carter presenting initiatives and taking questions/feedback via Zoom.

## **PR**

### CERA marketing plan

- Contacted three marketing companies for plans; making a decision soon.
- Slow roll out to target income demographics, type of marketing format, and areas/neighborhoods to market to.

## **Strategic Plan & Funding**

### Annual Retreat 2021

- May 12, 9-11:30am, Alliance data presentations and C4 Innovations presentation.

### Service expansion and funding opportunities

- Opportunities to work on gaps such as case management for vouchers, and new funds to continue work with C4.

Next meeting: June 14, 2021 at 9:00am – 11:00am