



Advocacy and Public Awareness
Meeting minutes
5.13.2019

Present: Leah McCall, Eric Burton, Angela Gougherty, Elizabeth Kelly, LaMontre Harris, Ashley Burton, Debra Hendren

Absent: Rebecca Mix, Ryan Hertz, Debbie Brinson, Deborah Busch, Maddie Jaks, Marc Craig,

Updates: Advocacy and Public Awareness

- The first half of our meeting will discuss Advocacy concerns from 9am-10am and the second half will discuss Public awareness from 10am-11am
- Ashley will be handing people committees contact information at the retreat and will create sign-up sheets for people to join

Follow Up: Policy Agenda

- Reviewed policy agenda and the Board did approve at the board meeting. The policy agenda is a continued work in progress

Follow Up: Communications Plan

- Elizabeth will Chair the PR sub-committee
 - The purpose of the Strategic Communication Plan is to define objectives within the CoC, send out newsletters for upcoming trainings, events and announcements.
 - Crisis Communication Plan: This will be a part of our communications plan when crisis occur:
 - How will agencies or the CoC respond to crisis appropriately?
 - Who will be the point person when responding to emergencies?
 - We will develop and create an information flow so agencies will be aware of crisis which will include briefings, preparation for response, and this will be also used to handle the media and protecting client's privacy

NEXT STEPS:

- Will need to fold into Public Awareness Committee to help with the communication plan. Also, responsible of Alliance VISTA Position
 - The Alliance Retreat is May 17th
 - Agencies will help solicit the policy agenda and review communications plan for agencies to review

Follow Up: FMR Exception

- No new updates
 - Debra will email Marc and Leah will follow up afterwards if needed

Follow Up: Legislative Action

- Fee Waiver for Vital Docs at State Level was reviewed, but is awaiting for the information. The vital docs at the state level will have to accept the fee.
- The state is currently working on policies and Debra has a meeting scheduled to follow-up with the plan next Monday on May 20th

PR for Functional Zero Veterans/ PR Sub-committee

- The goal before was to put together a statement before Memorial Day (May 27) about our efforts in reaching Functional Zero for Veterans.
 - We plan to do the communications plan possibly on July 4th which will be a pilot. We are not close to reaching functional 0, the numbers have continuously increase.

Rent Right and Landlord Incentives

- The Outcomes Committee sent the Alliance the results from the survey, Leah will follow-up with Outcomes Committee and is asking for funding regarding the landlord mitigation fund. Also, Leah will follow up with Eddie at BFZ.
 - The funding needs to be reallocated

Follow Up: Tools CoC Analysis Tool

- No new updates

The next is scheduled for June 10th at HOPE Recup from 9:00am-11:00am