



ALLIANCE FOR HOUSING

Strategic Planning, Funding and Advocacy Committee (SPFAC)

Meeting Minutes

10.12.2020

Present: Elizabeth Kelly, Marc Craig, Ashley Burton, Leah McCall, Kathy Williams, Eric Burton, Rachel Densmore, Shannon Smith

Advocacy and Public Awareness

State ID and Vital Doc and Pandemic Related Issues

- Next meeting is going to be October 21. Meetings have been very productive; Sectary of State has been a very good partner. Trying different things to at least free up space.
- Did a survey of the state and found out that the bottle neck is south east Michigan: Wayne, Oakland, Macomb, Washtenaw, Calhoun, Kalamazoo, Kent County also entire UP.
- Not an issue in smaller cities.
- Sectary of State has released another way to get next day appointments for first time State ID and driver's license.

Social Security

- Very difficult to get a Social Security card
- Instructed to work with the field officer, which is the person who is in charge of the local branch, and they will help figure out some ways to speed up the process.
- In Pontiac, Elizabeth's agency reached out to the field officer and they are taking over all of the documentation once a week.
- Allowing the agency to bring a group of documentation over, Social Security makes the copy, this way no one is surrendering their State ID or driver's license.
 - Eliminate the issue of the US Postal Service because the mail has been very slow
- Birth Certificates – getting them through the State – only issue has been the slow mail.
 - Moving along hoping by January everything will be back in place.

Plan for Homeless Awareness Month/November

- Still only have a few events on the Alliance Homeless Awareness Month Calendar
 - Ashley will push out on Facebook
- Homeless Awareness Month Proclamation – Went through the Commissioners last year.
 - Leah is working on updating the document and will send to Dave Woodward.
 - Ashley resend word version
 - This is something that could be included in a media release

PR Portion

Homeless Awareness Month

- What kind of publicity can we get around Homeless Awareness Month?
 - Use Proclamation to get coverage in Oakland Press along with whatever events
- Who is pushing out to media?
- News Cycle will be consumed by the election until at least end of first week of November



- Give the media something soon with saying, looking for something to run after the election this might be of interest to you
- Weekly news reports about homelessness and COVID and Election
- Press Releases – smaller and targeted
 - Homeless Voting
 - Homeless Awareness month events
 - Something ready for the cold
 - Affordable Housing - wait until mid-November- do something in conjunction with the County and their efforts in supporting affordable housing
 - Ashley will draft
 - Leah and Ashley decided which agency would be a good partner depending on the focus of the Press Releases
 - Contact radio stations

Point in Time Count

- Press release about process of PIT during COVID
 - How it impacts the community
 - Story of the logistical side of planning during COVID
 - How important PIT is to the community and ties into funding

Strategic Plan & Funding

HMIS

- Still looking for HMIS Director position