



**Strategic Planning, Funding and Advocacy Committee (SPFAC)
Meeting Minutes
4.12.2021**

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

Advocacy and Public Awareness

Racial Disparities Workgroup

- Created commitment statement for racial equity group.
- Meeting with Regina this week to create follow-up tasks for small groups.
- Secured funding for next round.
- Next C4 meeting invite to come soon.
- County has similar initiative around housing we could partner on to build momentum.

ID Taskforce

- Secretary of State updated website for ease of use for homeless individuals. Meeting next Wednesday to address more website issues.
- Some SoS branch offices unaware of some homeless waiver programs & documentation.
- Social Security Administration working through modifications.
- MDHHS vital records is recommended route for acquiring birth certificates with fee waived.

Oakland County Update - Landlord mitigation fund/Homeless Blueprint/Source of Income Discrimination

- No updates.

CERA Program

- Still working on hiring staff.
- MSHDA portal officially open and applicants are being directed to apply in portal.
- Portal does not divide applications by zip code.

Vaccine distribution

- Ongoing testing and vaccine distribution to shelter staff and guests.
- Partnering with Honor Community Health vaccine clinics to distribute vaccines to agencies.

Homeless and Poverty Caucus

- Two house bills tied to civil rights legislation introduced (4553 & 4554) to address source of income discrimination.



PR

Upcoming events needing PR

- CERA
 - Hiring a firm to manage marketing/advertisements for CERA to achieve better rates and utilize accessible media; aiming for June/July.
 - Target volunteer groups (ex. St. Vincent de Paul) to provide information/help instead of online fund raising campaigns.

Strategic Plan & Funding

Increase active membership

- Expand landlord membership participation by targeting CERA landlord participants.
- Campaign to reach new landlords, rural area landlords.

Service expansion and funding opportunities

- Schedule a new Strategic Planning session with Alliance Board,
- Blueprint plan funding opportunity

Next meeting: May 10, 2021 at 9:00am – 11:00am