



ALLIANCE FOR HOUSING

Strategic Planning, Funding and Advocacy Committee (SPFAC)

Meeting Minutes

9.14.2020

Present: Elizabeth Kelly, Marc Craig, Ashley Burton, Leah McCall, Kathy Williams, Eric Burton

Advocacy and Public Awareness

State ID and Vital Doc and Pandemic Related Issues

- Secretary of State is about 3 months behind. They have recommended to use 'Next Day Services' – used online, however this method is not always successful.
- Meeting with Secretary of State on September 23 at 2:00 for further discussion, if interested please contact Elizabeth.
- Social Security – Requesting people send State ID and other vital docs to them in Washington by US mail. They will send back in 4 – 6 weeks. Senators Peters office is involved with this issue – their Social Security Rep is on the call trying to see what they could do federally to brake this backlog.
- Birth Certificates through the state are going along well, no break in services. Everything can be done via mail.

Plan for Homeless Awareness Month/November

- Calendar is on the Alliance Website <https://www.oaklandhomeless.org/november-homeless-awareness-month>
- Will send out on Listserv again
- Add list of suggestions, look at National Coalition Against Homelessness.
- Talk with Oakland University, they have a Street Medicine Group. See if they would like to get involved.
- Reach out to County about putting out a proclamation – we did this last year. Reach out to Coulter/ Woodward. Also involve Oakland Press.
- Approach organizations outside the community (Hospitals/Clinics, OU)
 - Elizabeth has these contacts for us to reach out too.

PR Portion

Annual Retreat / Press Release – Alliance, McGregor and C4 Innovations

- Press Release is ready to be sent in. Would like to push it out this week. Please see attached for it.
- Registration or the Retreat is going well
- **Leah has been in contact will some reporters to come to the Retreat – she will reach out again.**

Homeless Awareness Month

- Release should be sent out mid-October.
- Alliance should have something good to go for November.
 - **Ashley will create a virtual flyer to get out to the community by mid-October.**
 - **Ask partners to push on social media**



- Look into Facebook Frames for Homeless Awareness Month
- Survey places that may want to display – anywhere with large gatherings.

Point in Time Count

- HUD has not put out any information about PIT and if it is happening.
- If PIT is still happening we will want info to go out in the first week of January. In December try and line up some reporters.
- Eric will talk to Liz from CHN to see if she has any ideas

Strategic Planning & Funding

Status of County Landlord Mitigation Fund

- The County has approved the Landlord Mitigation Fund and will move forward with the Alliance as the lead to coordinate.
- Alliance has put together a part time position as a Landlord Specialist
- Still waiting to hear back from the County about their budget/ when would things start moving. There is a meeting on the 24th. Should have next steps by the end of this month.
- Plan for marketing to landlords: Leah is currently working on. Has outline for process of the plan, but would like to hire someone to help push this out. Use Landlord Engagement Committee as well.
 - Talked about doing it as a pilot, still trying to figure out which program to start with (RRH, PSH..). If you have any input please let Leah know.
 - Funds run for 18 months
 - Roll out during Homeless Awareness Month – we could get publicity around this – put out half way through the month but before Thanksgiving.
 - Compile list of people that we could interview (Landlords, Program Participants)
 - Use MCAH as another interview because they have been trying to do this at a state level.
 - Oakland County could have ideas as well – go through Coulter’s office. We would provide language and list of people to be interviewed.

HMIS

- Alliance is taking over the responsibility of HMIS. Leah has been meeting with CHN weekly in regards to the transition.
- Alliance is currently hiring for the Director position for HMIS.
- Working on figuring out how those grants are funded and how they come through CHN to make those transitions over to the Alliance as staff comes in.