

Community Engagement Committee Meeting Notes
Buggy Building—Chatham Street Conference Room
Wednesday, August 16, 2017
4 PM

Attendees: Wayne Eric Chew, Cindy Hall, Betsy Jungkind, Debbie Davidson, Elizabeth Colebrook, & Karen Kennedy

Meeting Called to Order/Introductions

Introductions were made by attendees. Wayne C. brought sweet treats and water for the committee members to share!

Ongoing Business

New Website and Social Media

Karen K. provided information from Rachel for the committee relative to the website, blog posts and social media. In addition, Rachel is working with Taylor from HAVEN on the homeless resource booklet and hopes to have a draft for the next committee meeting. Rachel wanted input from the committee about the handout for homeless individuals and what medium would be better- cardstock, pamphlet, pocket-size info, etc. Committee members felt the service provision committee should weigh in on this conversation as well. Rachel sent word that the social media sites are in place, just waiting on the final logo before making them public. Engagement strategies for Twitter/Facebook/Instagram. Committee members felt Rachel would be the best person to handle regular tweets/posts while serving as intern. Following her departure, a committee member may have to take on this responsibility. The site should be set-up so that someone internally may approve posts before placed on the site. It was suggested that Kelly Miller, City's PIO employee be the official social media photographer/videographer. However, this would have to be approved by city manager and requested of Kelly. The committee decided against utilizing other social media platforms such as YouTube/Vimeo at this time. It was also discussed that the city have someone monitoring the website posts to ensure negative posts are deleted and/or managed to portray positive aspects of the homelessness initiative. Newsletter for the public and stakeholders may be a goal for the future, but not now. Another discussion centered on system to analyze visitors to media sites to develop a donor base list for future marketing/capital campaign. The conversation about closed versus open Facebook is still in the decision making process. Maybe have a way for S3 members and committee members to have a closed group and a more open one for input from community. This topic will be discussed again at the next committee meeting.

Relative to the website, committee members wanted the website to include topical information on homelessness, maybe videos from local homeless individuals sharing testimonies and pictures from local events and situations about Sanford's population to make the website to be about local efforts. Cindy Hall will find some individuals for the videos and hopefully Kelly Miller with the City will assist with the video preparation. Debbie D. and Cindy H. expressed that success stories from local previously homeless individuals would be a great addition to marketing S3 initiatives. If committee members have photographs for the website, please email them to Rachel and cc-Karen. There was also discussion on whether or not the website's access to meeting notes should be open to the public or just S3 Housing Connect participants

with password entrance to the information. No conclusion was made about this topic at this time.

Public/Media Relations, Marketing, & Advertising

Events should be publicized in many formats from local radio, TV and newspaper, S3 website, as well as social media platforms. Rachel and this committee's members will stay on top of the advertising. The tag line of the logo- shelter, services, stability will be used whenever possible. Betsy Jungkind agreed to make presentations to local civic clubs and other agencies concerning the S3 Housing Connect project and related needs for community assistance. Elizabeth C. stated the United Way could assist with hosting events and marketing via their website and agency contact list. Leon Jackson should be contacted about events held locally for veterans so we can present information to them about the homelessness project. Elizabeth C. wanted to make sure we list S3 Housing Connect on the Volunteer Lee site. Elizabeth will bring information to the next meeting concerning how best to describe the needs for the volunteer site. The committee would like to invite Johnnye Waller to a future committee meeting so the committee will now how to structure marketing efforts to reach the homeless population identified by the schools. Jefferey R. and Sherry S. could provide info on preparation for the Point in Time (PIT) count and how this committee could help publicize community assistance for the PIT events.

The most pressing topic for the committee to begin marketing is the White Flag Shelter project for Dec. 1 opening date! Karen suggested that Rachel would be a good resource to develop marketing materials for promotion since marketing is her college major! Hopefully, once the committee determines items needed for promotion from printed materials, to t-shirts, wrist bands, etc. then the Resource Development committee would assist with how to fund the items!!

Old Business

Adjournment/Next Meeting Date & Time

Meetings were to be held for this committee the Wednesday after the S3 Housing Connect meeting but there are several conflicts for September. Therefore, the next committee meeting is scheduled for **Thursday, September 21 at 1PM** in the Chatham Street Conference Room.

Need to add something about Monica Gilkison once I ask Rachel about the note!