

Notes from Strategic Planning Session (September 19, 2019)

| Flip chart notes | Discussion questions | Potential outcomes |
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| <p>One on one engagement with County - County Manager and Commissioners</p> <p> Cindy - John and Cameron</p> <p> Earl and Tamara - Amy</p> <p> Gabby - Robert</p> <p>General population - presentation and talks</p> <p> SAGA/chamber events</p> <p> Enrichment centers</p> <p> Service clubs</p> <p> Fairs</p> <p> Churches</p> <p> Schools</p> <p>Marketing and branding</p> <p> S3 logo for agencies</p> <p> Video and CD's</p> <p> Pamphlets</p> <p> PR campaign</p> <p>Talk with State Representatives and Senator</p> <p>Grant writing</p> <p>Hispanic Community Outreach</p> | <ul style="list-style-type: none"> • What about outreach and engagement of homeless people into S3 activities? • Is this where PIT needs to go? • What is the key message needed before we go to the County Commissioners? • How do we get the right data to tell our story to key stakeholders? • What are the key messages for specific audiences? • Are there ways to engage the multiple congregations that support the shelters and food pantries to work together as well? | <ul style="list-style-type: none"> • Design and implement a strategy for engaging the County Commissioners in S3. • Complete 2020 PIT Count • Complete a homeless-housing gap analysis. • Design and implement a strategic marketing/messaging plan. |