



Communications Meeting

Date: May 11, 2018

Time: 9:00 AM

Location: GWRC

MEETING CALLED BY	Sam Shoukas (GWRC)
TYPE OF MEETING	Regular Meeting
NOTE TAKER	Sam Shoukas
ATTENDEES	Susanna Finn (City of Fredericksburg) Kate Gibson (GWRC) Leslie Martin (UMW) Maryclaire Osegueda (Recovery in Motion) Susan Carol (Susan Carol Creative)
Absent	Kathy Anderson (Empowerhouse) Laura Seller (Individual)

DISCUSSION	
<p>Introductions</p> <p>Committee Purpose and Duties Discussion</p> <ul style="list-style-type: none"> Sam Shoukas shared the purpose and duties of the communications committee as outlined in the FRCoC Bylaws. The group discussed the duties and discussed the importance of a three tiered approach to messaging, the public, partners and clients. <p>Committee Chair</p> <ul style="list-style-type: none"> As stated in the Bylaw, all committees must have a committee chair. Susanna Finn motioned to elect Leslie Martin and Maryclaire as co-chairs for the committee. Kate Gibson seconded the motion. The motion passed unanimously. <p>Standard Meeting Time</p>	

- The committee proposed a standard meeting time of the first Tuesday of each month at 9AM at GWRC. Staff will make sure that this schedule works for all other absent members before confirming.

Action Planning

- To guide work throughout the year, each committee must develop an action plan. The group discussed possible action items such as developing a Board elevator pitch, messaging for centralized intake, creating knowledge briefs, developing messaging for community education, assisting with housing locator material messaging, and beginning survey campaign. Top priorities based on other priorities throughout the CoC the committee agreed that focusing on how to message central intake, developing/implementing education campaign around 2016 survey and approving other materials as needed to ensure targeted CoC messaging. Staff will develop formal action plan to be reviewed at the next meeting.
- The group discussed the possibility of eliciting outside help, such as interns, for some projects. There is also an interested high school Girl Scout that may be interested in the work of the committee. Staff will follow up with Girl Scout to see level of interest.

CONCLUSION		
ACTION ITEMS	PERSON(s) RESPONSIBLE	DEADLINE