



Communications Meeting

Date: July 03, 2018

Time: 9:00 AM

Location: GWRC

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

DISCUSSION	
<p>Introductions</p> <p>Approval of May 11, 2018 Minutes</p> <ul style="list-style-type: none"> Leslie Martin moved to approve the minutes, and Maryclaire Osegueda seconded the motion. The motion passed unanimously. <p>Review of the Public Opinion Survey</p> <ul style="list-style-type: none"> The group reviewed information put together last year following the analysis of the survey data. The survey was conducted 2 years ago and concerns on how to best promote the data were addressed. Susan Carrol suggested that the best way to move forward was to provide the findings of the survey on the website. There is no need to provide a press release of the data, 	

but to go ahead and post a summary to the website.

- Leslie Martin and Maryclaire Osegueda will work on putting a summary of the survey together, using information from the Survey Highlights.
- Leslie Martin will look into finding a volunteer/intern to help with promoting social media posts.
- Sam Shoukas will add social media links to the website.

Housing Locator Materials Update

- Kim McClellan from Fredericksburg Area Association of Realtors has been working with the CoC to develop marketing materials for the housing locations program. They have recently finished filming a video with Clay Mihoulides and should be finishing the editing of this shortly. She will be meeting with the designer of the materials at the end of the month and will send out drafts once available. The Communications Committee will be asked to review for comments on the materials, once ready.

Girl Scout Update

- Ellen Poe, a Girl Scout, has decided to work on a project for her Gold Award regarding homelessness. She will be developing a resource guide for those experiencing a housing crisis. Currently, the project is awaiting approval by the Girl Scout Council.
- Susan Carol suggested using the project as an opportunity to highlight the survey and the CoC by having media involved in sharing the outcomes of the project.

Action Planning

- CoC staff had created a draft action plan following the conversation from the last meeting. Suggested changes included pushing pack date for elevator pitch and removing press release. The committee also requested that a point person be added to the action plan, rather than just “communications committee”.
- The group will vote on the action plan during the next meeting.

CONCLUSION		
ACTION ITEMS	PERSON(S) RESPONSIBLE	DEADLINE