



## Communications Meeting

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**Date:** August 7, 2018

**Time:** 9:00 AM

**Location:** GWRC

<b>MEETING CALLED BY</b>	Sam Shoukas (GWRC)
<b>TYPE OF MEETING</b>	Regular Meeting
<b>NOTE TAKER</b>	Sam Shoukas
<b>ATTENDEES</b>	Susan Carol (Susan Carol Creative) Susanna Finn (City of Fredericksburg) Sam Shoukas (GWRC)
<b>Absent</b>	Kathy Anderson (Empowerhouse) Laura Seller (Individual) Maryclaire Osegueda (Recovery in Motion)

<b>DISCUSSION</b>	
<p><b>Introductions</b></p> <p>There was not a quorum. Minutes and action plan will be saved for next meeting with a quorum.</p> <p>Leslie Martin has alerted CoC staff that she will no longer be able to serve on the committee due to work requirements and schedule.</p> <p><b>Public Opinion Survey Report</b></p> <ul style="list-style-type: none"> <li>Maryclaire and Leslie have been able to meet and begin working on the report following the last meeting. As Leslie is no longer able to be a part of the committee due to work schedule, Sam will follow up with Maryclaire on progress and assist to ensure that the report is finished and posted by the end of August.</li> </ul> <p><b>Action Plan</b></p>	

- Updates were made to the action plan to more accurately reflect action steps over the next few months. Final vote of the action plan will take place at the next meeting with a quorum.

### **New CoC Identity**

- The CoC has been provided with a new identity by Higashi Glaser design. The Board has requested that the committee develop a plan for implementing the new design and getting the identity into the community.
- Susan Carol suggested that CoC staff consider how to integrate the design into the community through the following avenues:
  - CoC Website
  - Partner websites
  - CoC newsletter
  - Partner Events
  - Sponsorships
  - Press release
  - Social Media
  - Connecting it with new news and information (public survey results, one number advertisements, etc.)

### **One Number**

- The CoC is moving toward a one number and will need to have it advertised in an effective way to provide awareness of the use.
- Susan Carol suggested that the advertisements tell the story of how the one number will reduce confusion and streamline use/access to homeless services. Susanna Finn will put together some effective marketing points for targeting users, providers, and funders (by September meeting). Susan Carol will develop a press release using information developed by Susanna to showcase the one number (October). Sam will alert providers of the press release and request that it be shared through their channels for greater coverage in the community (October). The press release will be shared and CoC will partner with other PR avenues in the community to distribute widely:
  - Radio PSA
  - Hospital info system
  - Free-Lance Star
  - Police department
  - Partner distribution
  - Social media
- Susanna will assist with updating graphic for one number to match new identity. This will be shared with partners to be posted on websites as well as printed in card form in order to be easily distributed.

<b>CONCLUSION</b>		
<b>ACTION ITEMS</b>	<b>PERSON(s) RESPONSIBLE</b>	<b>DEADLINE</b>

Develop target messaging for end users, providers, and funders of the coordinated assessment line	Susanna Finn	September 4, 2018
Redesign website and newsletter to match new identity.	Sam Shoukas	August 31, 2018
Follow up with Byron Glaser about implementing new identity.	Sam Shoukas	August 31, 2018
Finalize Public Opinion Survey and post to website	Sam Shoukas	August 31, 2018