

# Community Awareness Committee Minutes

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## Date and Time

Monday April 4<sup>th</sup> 1PM-2PM

## Location

Granite United Way, 22 Concord Street, Manchester, NH 03101

## Attendees

Brenda Riddell

Levi Kafka

Shane Fisher

Brian Boyer

Loretta Prescott

Shannon Sullivan

Craig Chevalier

Maureen Beauregard

Susan Howland

Kyle Beaulieu

Nancy Comai

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## Overview of Community Awareness Committee

- What do we want the Community Awareness Committee to be about?
  - Participants, consumers, public;
  - Crossing over several committees;
  - Messaging side.
- Marketing/Media Plan
  - A separate detailed plan from the strategic-plan.
- Combining everyone's voice and message.
- Advocate (Homeless Liaison) – Lobbying (Social Policy) – Informing (Community Awareness).
- Voice to awaken others to join the fight to prevent and end homelessness
  - Informing the public and others on how they can help make a difference.
- How boards can get involved.
- Making sure everyone knows they can attend the MCoC General Assembly Meetings and that they can invite others to attend as well.

## Finalizing the PIT Press Release

- Who should be the “funnel” of information for the MCoC?
  - MCoC Coordinator + an “Aid” for that specific thing (i.e. Loretta and Susan are the aids for the newsletter, and check the newsletter before it is sent out, and someone could be an aid for press releases, etc.).
- Important messages in media items:
  - With dignity and respect.
  - Empowering vs. Rescuing.
  - Positive vs. Negative.
- What are we doing together?
  - What's happening on the collaboration-side of things?
- Press packets.

## Next Steps

- Review the strategic-plan, and develop your own ideas of what should be in it.
- Work on developing procedures and protocols (that will form the basis of the Marketing /Media Plan)

## Minutes Prepared By

Kyle Beaulieu, VISTA  
MCoC Coordinator