

Community Awareness Committee Minutes

Date and Time

Thursday October 6th 1:00PM-2:00PM

Location

Homeless Services Center, 22 Concord Street, Manchester, NH 03101

Attendees

Susan Howland	Kyle Beaulieu	Shane Fisher
Loretta Prescott	Levi Kafka	Pascale Etienne
Nancy Comai	Brenda Riddell	
Craig Chevalier	Michele Talwani	

Voting on Minutes

- Last meeting's minutes approved.

TV Booth of Truth

- Goal is getting people to think about homelessness and to broadcast information on homelessness.
- People would outreach to the public in a booth shaped like a television.
- MPTV would be willing to help.
- We could take clips from the event make it video and put it up on the website.
- Public place to consider doing this event are Holiday Parade, Verizon Center, and IMAX movie theater.
- Loretta has a connection she'll talk to about the Holiday Parade and Susan has connections for a Monarchs Hockey game and IMAX.
 - They'll follow up with the committee
- The committee will be giving out a pamphlet for people to go away with that has statistics, quotes, and questions.
- Brenda Riddell will ask if her company can donate a panel or two to the printers.

Google Analytics

- Pascale pull a Google analytics on MCoC and will email the results to the committee before the MCoC general assembly meeting so someone can report on the statistics.
- There was discussion about using the analytics report as a way to pull in media sponsorship to grow the MCoC website numbers.

MCoC Logo

- Susan will talk to the city about linking to the MCoC logo to their website.
- Kyle will send Nancy the MCoC logo so she can link it on New Horizon's website.
- Pascale will create a page logo page for the website complete with guidelines on logo usage.
- Brenda will send Kyle a logo guideline template she uses.

Project Homeless Connect

- The philosophy for this year is to provide personalized help to clients and distribute excellent product. To make it feel like a VIP event.
 - With that focus in mind need more weight staff with volunteers from different organizations like Manchester Christian.



Manchester Continuum of Care – Community Awareness Committee Minutes



- Want to provide items you can't buy with food stamps e.g. home goods, blankets, comforters etc.

- Looking for boots, coats and hats from companies like Target, Timberland, and Wal-Mart.
- Craig has Burlington Coat Factory lined up and some Polar Tech products.
- Also need to get barbers and hairdressers.
- Shane will check with NH Institute of Art to see if we if the committee can use their parking space.
- Thinking about giving out a ticket as means of ensuring clients talk to one service provider before they leave
 - Ultimately put the responsibility on the service providers to help them.

Website

- The site needs refreshing. Ask the members of this committee to take a look at it and see what needs to be edited.
- The Homeless Services Center of site needs updating. Susan has already went ahead with edits. And is waiting for approval.

Minutes Prepared By

Pascale Etienne

Manchester Continuum of Care Coordinator, VISTA