

Community Awareness Committee Minutes

Date and Time

Thursday, August 2nd 1:00PM-2:00PM

Location

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

Attendees

Susan Howland

Levi Kafka

Katie Simpson

Loretta Prescott

Brenda Riddell

Kyle Beaulieu

Pascale Etienne

Interactive Display on Homelessness

- The original test run fell through, so the committee needs to decide on another event for the test run.
- We will be provided with a playback monitor.
- We discussed how we will be approaching people and what about the display will draw people.
- The event that we choose needs to be an event where people are mingling and networking.
- Events that were discussed were the Catholic Charities Mardis Gras event, the Manchester Chamber of Commerce annual meeting (April or May Social), Network AM or PM (Loretta will contact Robin), Granite United Way Day of Caring (Susan will ask about doing the kickoff there), September 11th event, a Manchester Young Professionals Network(MYPN) event (Loretta has a contact and will look into it), or Manchester Marathon (October).
- We need to have a release form for participants to sign (Pascale will send one out).
- Committee approved the list of questions to ask participants.
- Hoping Spectrum will donate a banner for the display. If they decide to donate we will offer them thanks and shout out on the MCoC website, Facebook, and Twitter.
- We discussed what will be used on the banner.
 - One suggestion was the MCoC's tagline on the website – "Unifying community efforts to prevent and end homelessness."
- The committee brainstormed questions to be used on the display banners:
 - If you didn't have a home, what would you do?
 - Could you be homeless?
 - Are you hungry?
 - Who is homeless?
 - What is a "home?"
 - What is homelessness?
 - Using a shocking statistic was also discussed.
 - State cities with high homeless rates per capita then include New Hampshire as a comparison. (Make sure to site the Homeless Needs Survey.)
- The committee will need a couple of volunteers to man the display and answer any questions the public may have.

MCoC Website and Newsletter

- Goal: Want to find a better way to set things up for the new VISTA. There is a long learning curve to adjust to when building the newsletter in Word Press and HTML.

- Why is the learning curve so long?
 - Need to learn specific tricks to constructing it in Word Press and how to manipulate HTML code.
 - Current VISTA reduplicates the newsletter in two different platforms.
- Possible Solution: Getting rid of the newsletter on Word Press. Taking articles that would ordinarily go in the newsletter and putting some of them in the news section of the website (as content and articles arise).
- Constant Contact would become the main platform for the newsletter. It would be a highlight of the best articles reserved for the newsletter.
- Benefits: We'd be using Word Press in the manner it's meant to be used. There would be more content on the website. The ongoing content would be better because the VISTA could spend more time on content and be timelier with articles.

Previous Minutes

Co-Chairs approved minutes from April, May and June committee meetings.

Minutes Prepared By

Pascale Etienne and Katie Simpson

Manchester Continuum of Care Coordinator, VISTA