

# Community Awareness Committee Minutes

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## Date and Time

Thursday, January 17<sup>th</sup>, 2013 2:30PM-3:30PM

## Location

Families in Transition, 122 Market Street, Manchester

## Attendees

Susan Howland

Katie Simpson

Michele Talwani

Kyle Beaulieu

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## Public Awareness Campaign

- Brenda's graphic design student developed the idea for an iPhone application for the MCoC.
  - Brenda's husband designs apps for a living and is willing to create it for the committee.
    - Would it be only for iPhones or also Androids?
  - The website and the app would be connected.
    - A list of all member organizations would be available to users.
  - The app would include a map.
    - The phone's GPS would locate all the services closest to you.
      - The app could show types of services separately.
        - Food, clothing, housing, etc.
  - Could we possibly sell the app as a platform to CoCs across the country?
    - The MCoC and Brenda's husband could split the profits.
  - The MCoC could partner with 211 in creating this.
  - We can advertise the app at the chamber, area stores, restaurants, the mall, etc.
    - Also get some press around it – the National Alliance, ICH, MUR, Union Leader, Hippo, etc.
      - Hopefully, find places that will give us free advertisements.
      - And potentially create a billboard.

## MCoC Website and Newsletter

- The website needs to be updated.
  - Many of the member organizations listed are no longer involved in the Continuum.
- The committee should help to create a story bank to pull articles from each month when creating the newsletter.

## Member Recruitment

- Current members will reach out to Manchester businesses and organizations to recruit new members for the coming year.
  - Kyle will reach out to:
    - Young Professionals, Manchester Public Television, ABI, and SNHU.
  - Susan will reach out to:
    - United Way Emerging Leaders, Sean Douglas at We Do, and UNH.
  - Michele will reach out to New Horizons.
  - Katie will reach out to:
    - YWCA, Salvation Army, MCC, and Catholic Charities.



- Before reaching out to them, we should create a list of things the committee works on throughout the year.
  - The committee is responsible for public awareness, the MCoC website, email, Facebook, Twitter, General Assembly presenters, and newsletters.
    - The committee is also involved with the Homeless Memorial Candlelit Vigil and Project Homeless Connect.

### **Minutes Prepared By**

Katie Simpson

Manchester Continuum of Care Coordinator, VISTA