

# Community Awareness Committee Minutes

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## Date and Time

Wednesday, June 12<sup>th</sup>, 2013 9:00AM-10:00AM

## Location

Granite United Way, 22 Concord Street, 2<sup>nd</sup> Floor, Manchester

## Attendees

Brenda Riddell

Craig Chevalier

Monica Zulauf

Katie Simpson

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## Committee Goals

- Monica researched the work of Lynn Davies to figure out the best ways to talk about homelessness in our community.
  - People relate to issues better when they are portrayed through stories.
    - We need to a face to each homeless subgroup.
- The committee needs to answer the questions “why does it matter,” “what’s the challenge,” and “how can it be solved?”
  - Monica will draft responses to these questions and send it to the group for feedback.
- The committee needs to focus on increasing awareness among local policy makers and business owners.
- A nice way to deliver the committee’s message would be through a clean, well done poster.
  - Something that delivers the message clearly.
  - The posters will be large, framed, and sturdy.
  - They will travel around the community.
    - Organizations, shops, restaurants, etc.
    - The committee will announce via social media where the posters are at for the week.
  - Brenda will consider a design for the posters.
  - The kickoff for the poster campaign will be done at the YWCA.
    - The committee should build up some press behind the campaign.
  - The campaign needs a name.
    - Committee members will brainstorm and share their ideas at the next meeting.
  - The posters will focus on the following subgroups – youth, families, substance users, veterans, and domestic violence victims.

## General Discussion

- Community Awareness will meet next on Wednesday, July 10<sup>th</sup>.
- We will discuss the website updates at the next meeting.
- Katie will include a story on 1269 Café’s new diner, The Fork and Spoon Diner, in the next newsletter.
- Katie’s last day as the MCoC Coordinator VISTA is July 12<sup>th</sup>.
  - The new VISTA, Erik Wirkkala, will start on July 15<sup>th</sup>.
    - Erik’s role will differ slightly.
      - He will no longer write the meeting minutes or agendas.
        - The committee will decide on future agenda items at the end of each meeting.



**Minutes Prepared By**

Katie Simpson

Manchester Continuum of Care Coordinator, VISTA