

# Community Awareness Committee Minutes

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## Date and Time

Wednesday, August 7<sup>th</sup>, 2013 9:00AM-10:00AM

## Location

YWCA, 72 Concord Street, Manchester

## Attendees

Monica Zulauf

Erik Wirkkala

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## Committee Goals

- Make the target audience of Community Awareness messaging the general public rather than communication within MCoC/among existing members.
  - Keep this in mind when uploading content to MCoC website
    - Website traffic can be tracked using Google Analytics, VISTA can access this

## Poster Campaign

- 5 Catchment Areas
  - Teens, families, veterans, victims of domestic violence, mental health/substance use
- Planning to create series of PR posters, creating awareness of these groups/putting a face to a social issue. Display at local businesses, public buildings, etc.
  - Brief language/message and a graphic.
  - Consistent, predictable format and layout
    - Hope to work with Brenda Riddle and/or other graphic designers to create these.

## General Discussion

- Next Community Awareness meeting TBD – will send out a Doodle to determine best time
- We hope to increase attendance for future meetings
- We should move forward on posters – design, messaging, locations and press

## Minutes Prepared By

Erik Wirkkala

Manchester Continuum of Care Coordinator, VISTA