

Community Awareness Committee Minutes

Date and Time

Wednesday, October 9th, 2013 9:00AM-10:00AM

Location

YWCA, 72Concord St. Manchester, NH

Attendees

Brenda Riddell

Erik Wirkkala

Monica Zulauf

Kyle Beaulieu

Poster Campaign

- We are moving forward on our poster campaign to raise awareness of homelessness and change the public's attitude toward the homeless population.
- We will be gathering photographs of homeless citizens and brief backstories and statistics about the subgroup to which they belong.
 - Subgroups to be included in this campaign include families, veterans, teens, domestic violence survivors and chronically homeless.
 - Contact FIT, Liberty House, CFS, YWCA and Homeless Services Center for participants to be profiled in these posters.
 - Monica would like to provide volunteers for these photos \$25 gift cards.
- We will have an 'opening' for these posters and generate media attention.
- Posters will then travel, being hosted/displayed by local businesses and public buildings for a year.
 - Brief wording on the posters will also provide a link back to more info on the MCoC website, hopefully increasing traffic and awareness for our site.
 - Kyle pointed out that we need some incentive for businesses to display these, possibly linking back to their website and promoting them on our page.
- Brenda and Kyle will also work on a new section of the website concerning this campaign.
- We will take this to Leadership and General Assembly for input and approval then move forward quickly, hopefully releasing these in time for the holidays.

MCoC Website

- The MCoC website has a lot of outdated or inaccurate information. Kyle and Brenda want to update the website.
- Erik will first go through and find any and all inaccuracies and info that needs to be changed or updated.

Newsletter

- I (Erik) have content for our quarterly newsletter.
- I will run it by the committee before releasing our newsletter.
- Monica would like us to include media outlets in our newsletter circulation to hopefully gain their attention and possibly do follow up stories.



Minutes Prepared By

Erik Wirkkala

Manchester Continuum of Care Coordinator, VISTA