

# Chittenden County Homeless Alliance Strategic Planning Committee Meeting

Wednesday, September 20, 2017 3:00PM – 4:30PM

Champlain Housing Trust, 88 King Street, Burlington, VT – 2<sup>nd</sup> floor conference room

## MEETING MINUTES

### **1. Introductions & Announcements:**

**Present:** Jane Helmstetter (VT Agency of Human Services, meeting chair), Paddy Shea (Chittenden County Homeless Alliance, meeting note taker), Margaret Bozik (Champlain Housing Trust), Stephen Lunna (UVM SSVF), Marcy Esbjerg (CEDO), Stephen Marshall (Homeless Community).

**Announcements:** None.

### **2. Website**

-Margaret Bozik (Champlain Housing Trust): We should start to work on getting a domain name. The domain registration could be something like:

chittendencountyhomelessalliance.org

Or

ccha.org

Etc.

The template that Margaret is showing on the projector has places for 4 menu choices. If we used that template, what could the choices be?

*The group decides 5 main menu options would work better.*

#### **Menu choices:**

##### **About Us/Who We Are**

- Charter
- Partners (categorized by local, state, federal gov't, service providers, DV, youth, housing, shelter, faith, substance abuse, mental health, philanthropic, law enforcement, health care, education , members with lived experience, etc.—look at what the NOFA categories are)
- Contact us

##### **Events & Meetings/What's Happening**

##### **Committees**

- Agendas
- Minutes

##### **Need Help?**

##### **Grants/Funding**

- NOFA

- ESG (Essential Solutions Grant; a type of HUD funding that goes to entitlements or the state. In the CoC regulation, it says that each CoC should give input to the ESG process)  
ESG + state dollars = HOP

-Marcy Esbjerg (CEDO): I think we should have a Facebook page.

-Stephen Marhsall (Homeless Community): I'm concerned about how a Facebook page would work/if it would be transferrable to new staff if needed.

-Paddy Shea (CCHA): I have experience creating and admin-ing Facebook pages and it is easy to set it up so that more than one person can edit the page if we want, and it is easy to transfer admin privileges/ownership of the page if we ever want to.

-Marcy Esbjerg (CEDO): That's true. The person who initially created the CEDO Facebook page no longer works for us and she just transferred the admin privileges to others.

-Margaret Bozik (CHT): Should we think about starting sooner with marketing and branding?

*\*\*The group agrees that we should.*

-Marcy Esbjerg (CEDO): It will take a while to put together an RFP, so we might as well get started Champlain College does a weekly thing with their marketing students where they give free advice.

-Jane Helmstetter (VT Agency of Human Services): Maybe we could ask United Way. I wonder who COTS uses for branding.

-Marcy Esbjerg (CEDO): Before the Quarterly Meeting, we should edit the agenda and send out again (fix Councilor Roof's name – had been misspelled as Root).

-Paddy Shea (CCHA): That was a draft agenda someone had sent. I edited it and on the final version I have fixed that typo.

-Margaret Bozik (CHT): I wonder if we should bring a consultant in to help figure out next steps.

-Jane Helmstetter (VT Agency of Human Services): Another thing we want to do is find out how we can work with ICA to look at the data that's been collected to see how we can pull out info. from that system to see how people move into our system, through our system, and move out of our system of care for homelessness.

-Margaret Bozik (CHT): It would be helpful for us to have the COTS data inputted before we do that.

Next meeting:

- Revisit social media.
- Diana will be showing us how the notes that were taken from the June Quarterly Meeting fit/don't fit with the CCHA Strategic Plan/Outline of Mutually Reinforcing Activities.

\*\*\* Next CCHA Strategic Planning Committee meeting: Wednesday, October 18, 2017, 3:00-4:30 PM, Champlain Housing Trust, 88 King Street, Burlington, VT – 2<sup>nd</sup> floor conference room