

Plan to End Homelessness Committee Special Meeting October 7, 2010

Meeting Notes

Attendance: Linda Kot, Lori Block, Mark Pollinger, Leslie Carlson

Linda Kot reported that she had spoken to Primavera ED, Peggy Hutchison, about the possibility getting using Primavera's connections to request donated time on Cox Cable to run a future 30-second PSA. Peggy said she would be willing to discuss this with a Primavera Board member who is in executive management with Cox Cable in Tucson.

Project Scope – Products and Audience

The committee agreed that we would like to have the following products, if feasible for LP&G to produce for \$9200:

- Short video (2-4 minutes). This would show a mixture of kinds of homeless people, show faces, include their stories, e.g., families, youth, vets, chronically homeless. One topic might be, "I lost my child care" – this was input received from a TPCCH Executive Committee member.
- 30-second video spot – derived from the longer video
- One-page handout that would also show examples of the different kinds of people and causes of homelessness. Maybe this could have some of the same faces as the video. Consider designing this so it would print well in grey scale as well as color. When asked to print their own copies, agencies will print in B&W.
- Web page as a "landing page." Ideally we would like LP&G to do both the design and execution. But if this is too costly, we would like them to do the design and we will find someone else to create the page.

The committee would like to see all these products tied together through messaging and design.

Audience(s) – The committee felt that the flyer might be designed for older audiences who would be less likely to view a YouTube video. The videos and web site would be for a broad audience, including high school and college students.

("Parking Lot" -- a thought for when we have creative discussions with LP&G is that we might echo the approach used in the Emerge spot, and have stories from agency or faith communities about the desperate phone calls received every day that they have to turn away.)

Web Page

The committee discussed the need to have a "landing page" for the campaign, and if/how we could have the capacity to maintain the page. The expectation is that the campaign web page will be located on the TPCCH web site. Lori reported that she had discussed the need for a "landing page" with Steve Nelson, and he had suggested that in the future, when TPCCH gets a new fiscal agent (July 2011), the skills and tasks for maintaining the TPCCH web site could be added to the new fiscal agent's scope of work. The committee agreed that until that time (perhaps from

January to June 2011), Leslie could use some of her time to monitor and update the public information campaign web page. We would ask the web-page creator to show Leslie how to do this. Lori estimated that currently she spends about an hour a week to keep the TPCCH web site up to date, and said that Stan Hamnett will soon take over this responsibility. One way to keep the time for maintaining the campaign web page to a minimum would be to not list an information phone number. The campaign web page would just list volunteer opportunities and contact information, and would provide a list of links to other homeless-serving agencies. The committee also agreed that we should contact the Volunteer Center to see if they can partner with us to coordinate homeless-oriented volunteer opportunities and link to our web page. There might be a way for our web site to provide one link to the Volunteer Center, and everything would be listed there.

Planning for Presentation to TPCCH on October 14

The TPCCH agenda will probably have 15 minutes set aside for Leslie Perls to present the recommendations from LP&G. The committee agreed that our goal will be to ask TPCCH to approve the main elements of the campaign: the broad outline of the messaging; the products that L&G will create; and a process for working with the PTEH committee plus any others from TPCCH who want to participate. This vote will allow LP&G to get started.

The committee drafted a motion for the TPCCH General Council to read: PTEH committee to move forward to work with LP&G to develop/design a short video, 30-second spot, a one page flyer, and a website landing page; costs not to exceed \$9,246.59.

The committee will recommend to Leslie Perls that her 15-minute presentation include the following:

- A few words about “marketing 101” – what it is, what they do
- Samples of past work. Committee suggestions:
 - Emerge 30-second spot;
 - Komen “size doesn’t matter” spot;
 - example of a web page – especially a “landing page” type of page.
- Recommendation for this campaign, including what LP&G can do for \$9,246.59, how much would be donated by LP&G, what other resources (if any) TPCCH would need to get donated.
- Time for questions