

Plan to End Homelessness Committee
Special Meeting September 1, 2010
Meeting Notes

Attendance: Lori Block, Linda Kot, Gail Gibbons, Anna Wheeler, Leslie Carlson

1. Leslie distributed an agenda that included news and announcements about upcoming conferences, and updates on the four priority areas identified by the committee together with the Plan to End Homelessness Task Force.
2. Leslie asked the Committee to review a handout that summarizes data about homelessness from the TPCCH Point-in-Time count, and data from local schools. The committee recommended to not include data from HMIS because it represents a subset of the whole, and because that information is available in the HMIS report. The Committee approved the handout with this change.
3. The Committee discussed plans for a public awareness campaign.
Lori reported on the TPCCH Executive Committee's discussion about the unspent PR campaign funds. Lori told the EC that it would not be a good idea to return the money or use it for another purpose. She also summarized for EC the PTEH Committee's past efforts to develop a campaign using these funds, and the reasons for the delay in spending the money to date. Lori said that EC members found this information to be helpful and were supportive. EC would like us to speak to LP&G about potential ways that we could use the funds, and report this at the September 9 TPCCH General Council meeting. They also want the PTEH committee to solicit input from all TPCCH members via their committees, and then plan a campaign as soon as possible. They would like the PR funds to be transferred to LP&G by the end of December.

The committee discussed ideas for the public awareness campaign.

- a. Principles for the campaign:
 - Seek input about campaign design from multiple sources, not just ourselves
 - Put a "face" on homelessness, and debunk myths
 - Public information must be accompanied by information on ways to help. This must be up-to-date information, and the organizations must be prepared to accept donations and volunteers.
- b. Goals for the campaign:
 - Increase knowledge/understanding about homelessness in the Tucson area
 - Change stereotypes and reduce stigma
 - Provide concrete ways that people can help

The Committee discussed how to proceed.

- a. Meet with LP&G before September 9, if possible, and discuss our basic goals for the campaign and some examples for how \$9200 could be used. Leslie will try to set up this meeting, and include as many committee members as are able to attend.
- b. Spend the next three PTEH committee meetings planning the campaign and seeking input from others. These meetings will be held:
 - Monday, September 27, 10 – 11:30 am at the DES Office on Ft. Lowell
 - Monday, October 25, 10 – 11:30 am at the DES Office on Ft. Lowell
 - Monday, Nov. 15, 10 – 11:30 am at the Sentinel Building
- c. Give a report to TPCCH General Council about plans for the campaign on December 9.
- d. Make final arrangements with LP&G and any others by December 31, 2010 about how and when the campaign will be implemented.
- e. The December PTEH Committee meeting is scheduled for December 20, but we might celebrate with a holiday lunch somewhere.