



Central Virginia CONTINUUM OF CARE

Advocacy and Outreach Committee Meeting

5/23/19

Attendance: Mickey Paige, Michele Bauman, Sarah Francis, Jim Meador, Leigh Lively, Dammy Onafowokan, Andy Strader

As there were a few newer people in today's meeting, we started today by reviewing what we covered last month. We followed up on several action items from last month as well.

Jim discussed two primary situations on the Advocacy side of this committee's work.

- The first was the situation at the Salvation Army where they have implemented additional barriers to admission and implemented the cot system before you can enter the program. Jim reached out to try to set up a meeting with the Captain(s) but has received no response yet. Andy recommended that someone join the Advisory Board of the Salvation Army. He stated he is on this Board in his area, and it could be helpful to have information and to provide input. Dr. Veronica Washington is the Shelter Director.
- The second situation is the efforts of the Lighthouse to address homelessness apart from the CoC. Our hope is to build a collaborative partnership with them so we can work in tandem and not in opposition. Jim and Brenton are going to have a meeting with the leadership at the Lighthouse.

On the Outreach side of our work, we began by reviewing the current satisfaction surveys that have been adopted by the CVCoC. We discussed a few potential edits. These surveys are required but Sarah reported that the shelters are not sending them. We discussed it being a part of the packet that is sent when clients are transferred from one program to another. If that continues to fail, providers could have clients fill out the survey as they enter the new program, rating their experience from the program they just exited.

Mickey has spoken with a professor at CVCC who has volunteered to help create a CoC video. We discussed various ways to use the video, and the various intended audiences. We are going to ask each program to identify 2 participants who may be interested/willing to share their stories. Sarah Francis is going to create a brief template to gather stories, just as a prompt to gather information. In addition, she will include a photo release before using information or filming. Mickey also mentioned a connection with Andre Whitehead who has created a number of community videos and has quite a following. Mickey will discuss the opportunity with him as well.

We discussed print materials. At one time there was money set aside for print materials that wasn't spent. Jim will follow up with Denise Crews to see whether that money is still available.

We discussed who might be missing from the Committee. One suggestion would be someone who lives locally that has a background in marketing or business. Jim asked that if anyone had suggestions, to please send them to him. Jim will also ask Dawn about Amber Teer attending, as she serves as the CHIA Coordinator for our Continuum.

Next meeting will be at Gospel Community Church on June 27th at 1pm.