

Ten Year Plan
Implementation Leadership Council
Meeting Agenda
Wednesday, August 13th 2008
11:00 a.m.

- I. Welcome

- II. Review & Approval of Minutes
 - a) July Minutes

- III. Old Business
 - a) Jurisdictional endorsements of the ten year plan
 - b) Discharge Planning Chair
 - c) Rapid Re-Housing Model
 - Tony Perez, Captain Salvation Army High Point

- IV. New Business
 - a) Advocacy, Marketing, & Development Committee Update
 - Wes Ward, Chair
 - b) Additional items for discussion

- V. Adjournment
 - The next meeting will be held on Wednesday, September 10th
at 11:00 a.m.

Ten Year Plan Implementation Leadership Council Minutes

Date: Wednesday, August 13, 2008 @ 11:00 am – Family Service of the Piedmont Board Room

Council Members Present: David Miller, Keith Barsuhn, Karen Bridges, Michael McNair, Donna Newton, Raymond Payne, Billie Pierce, Andy Scott,

Council Members Not Present: Sheriff BJ Barnes, Tom Bonney, Rev. Odell Cleveland, Mark Konen, Paul Lessard, Jim Roskelly, Bobby Smith

Also Present: Cyndi Blue, Tom Campbell, Michelle McNair, Capt. Tony Perez, Wes Ward

Staff Present: Jehan Benton, Myla Erwin

STATUS OF ASSIGNMENTS FROM LAST MEETING

WHO	WHAT	STATUS
Jehan & David	Draft letter to remaining eight localities in Guilford County inviting them to designate representative to serve as a point of contact to ensure that each town council is aware of the Ten Year Plan's progress, upcoming community meetings and events, and receives invitations to join our community partnership action teams.	Jehan reported that four townships have designated representatives to date (City of Archdale, Towns Summerfield, Jamestown and Sedalia.) Towns of Pleasant Garden and Stokesdale have decision to appoint a representative on their next Council Meeting agendas. Whitsett has declined to participate at this time due to the size of their available staff but does wish to be kept informed. The remaining townships have not responded to letter, emails or follow up phone calls.

PROGRESS AND DECISIONS

(What key decisions were made during the meeting?)

SUBJECT	DISCUSSION/DECISIONS
Opening and Welcome	David Miller, Chair opened the meeting at 11:05 am and thanked everyone for attending.
Review & Approval of Minutes <ul style="list-style-type: none"> ▪ Approval of July 9, 2008 Minutes 	Accepted as submitted.
Old Business Jurisdictional	Jehan told the Council that the City of Greensboro and the City of High

<p>Endorsements</p> <p>Discharge Planning</p> <p>Rapid Re-housing Model</p>	<p>Point would be doing resolutions and had issued proclamations from both Mayors' offices. We are also on the agenda to receive a resolution of endorsement of the Ten Year Plan from the County Commissioners on August 28th.</p> <p>David was not certain if Mayor Johnson had contacted Judge Albright. He indicated that we might need to approach Judge Frye personally to determine his level of interest and asked Council members to make suggestions for other potential candidates with a vision for the cause and high level of influence in the County.</p> <p>David introduced Capt. Tony Perez of the Salvation Army in High Point. Capt. Perez told the Leadership Implementation Council that he had met with Mike Aiken and Greensboro Urban Ministries to partner with GUM in becoming a subsidiary in developing a Beyond Pathways Rapid Re-housing model in High Point. The High Point model will be a smaller version of the Greensboro model, housing 20-25 families annually (5 per quarter) versus the 80 families in Greensboro, and will have an annual budget of \$160-170,000. According to Capt. Perez, this program will work with families for up to 90 days to ensure that participants are set up to succeed in their new living arrangements through life skills coaching. He stressed that this model will serve families and single parents with children, not married couples who are childless.</p> <p>Jehan also told the Council that she and David were working on a preventative strategy addressing evictions. They have a meeting scheduled with the Director of Consumer Credit Counseling Services, a division of Family Service of the Piedmont, to discuss how we can provide budgeting, counseling and other services to reduce the numbers of evictions we've been seeing in the County.</p> <p>While supporting Council's decision to endorse rapid re-housing as a strategy, Donna stated urged Council not to take its focus off their mission and the target population (chronic homelessness) they've been charged with serving.</p>
<p>New Business</p> <p>Advocacy, Marketing & Development Committee Update – Wes Ward, Chair</p>	<p>Wes reviewed the goals of the Advocacy, Marketing & Development Committee for the Council. He told them that the Committee had met a few weeks ago and decided to change the name of the project to <i>Partners for Homeless</i>, as this was the name in use on the website for the past two years and <i>Partnering to Chronic End Homelessness in Guilford County</i> was too long. The Committee also decided to make Verdana 10 point the font to be used on the website and in all print documents, and agreed to use black, white, grey and "cashew bag red" as the colors. The tag line will be: <i>Time counts...connect, support, restore</i>. He showed the Leadership Council three logos and asked them to give their opinions on what had become the top three finalists for the AMD Committee.</p> <p>When Council members were unanimous in their opinion that the brand was missing something, Keith Barsuhn suggested that it be changed to <i>Partners Ending Homelessness</i>, and consensus was reached. Council</p>

<p>Other: TYP Strategy: II:4 Housing (CHDO)</p>	<p>members were also unanimous in their endorsement of the tag line. Wes then shared that the video was almost 85% completed, and asked Council members to make any suggestions they might have for speakers to be a part of the Speakers Bureau as soon as possible. THE AMD Committee plans to have the video ready for making presentations by mid-September, as well as a more functional website and MOUs for non-profits we partner with to sign.</p> <p>He then reviewed the Panhandling Campaign which he explained was in its very beginning stages of development. The purpose of this campaign, Jehan explained, is to educate the public and change the image of homelessness. Raymond expressed his concern that it could be viewed as an example of a non-profit using homeless people to make money, while Capt. Perez saw it as a means of stressing that it would encourage and educate the public on ways of giving where one's money might truly accomplish the greatest good.</p> <p>It was decided to put the panhandling campaign on hold until a separate sub-committee could be formed consisting of marketing committee members, formerly homeless advocates and service providers to determine the feasibility of a campaign in Guilford County and to do some more research before creating a proposal. Keith stated that the committee needed to be clear as to the intent of campaign awareness and education or fundraising. He suggested that development should be a separate committee from advocacy and marketing and Donna stated that importance of securing a funding strategy.</p> <p>Donna suggested that development should be a bigger concern for the team, noting that GUM had recently received a \$1 million endowment and that if we didn't do something big to raise money, people would think we didn't exist. Jehan explained that part of getting the video and website ready to roll out in September would address this issue. She also stated that Sheriff Barnes had mentioned a location available for holding a large fundraiser, but our focus has been on branding and getting a consistent message out about who and what we are.</p> <p>The video was then viewed by Council members. Suggestions for changes included:</p> <ul style="list-style-type: none"> ▪ changing red text to another color ▪ shortening number of words on a screen ▪ checking statistics ▪ eliminating angled shots ▪ using multiple churches on the faith shots <p>Mike McNair reported that he had spoken with Becky Yates of Caring Services and she is interested in becoming a CHODO and providing housing for homeless. They will be continuing their discussions further and he agreed to keep the Council updated as new development arose.</p> <p>Michelle McNair invited everyone to attend a gospel concert on Saturday, August 16th at Williams Memorial CME Church at 6:00pm in support of the Guilford Interfaith Hospitality Network.</p>
<p>Adjournment</p>	<p>The meeting adjourned at 12:20pm.</p>

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ASSIGNMENTS		
WHO	WHAT	WHEN
Marketing Committee	Change Brand to Partners Ending Homelessness or something that doesn't sound as if it endorses homelessness	By end of the week, David needs to approve and a new logo will be emailed to the Leadership Council
	Make changes to video	Before next meeting
Council Members	Make Suggestions for Discharge Planning Chair	Immediately
David & Jehan	Change Advocacy, Marketing & Development Committee to a separate Development Committee	By next meeting
	Begin working on fundraising strategy	By next meeting
NEXT MEETING: Wednesday, September 10, 2008 @ 11:00am – Family Service of the Piedmont Board Room		