
TUCSON PIMA COLLABORATION TO END HOMELESSNESS

PTEH Committee

March 21, 2011 Minutes

Chair: Linda Kot

Next Meeting: April 18, 2011, 10:00-11:30 a.m., Santa Cruz Room,
Sentinel Bldg., 320 N. Commerce Park Loop

Report to General Council

- Progress on public awareness campaign

TOPICS DISCUSSED

1. Public Awareness Campaign.

- **Video.** Leslie Carlson showed photos taken during the campaign video taping. These photos may also be used for the campaign flyer. The three-to-four-minute video will be posted on YouTube and the website of any agency wishing to use it. Linda noted that the state homeless coordinator is very interested in seeing and possibly using the video state-wide. Mark Pollinger provided floor painting in exchange for studio use.
 - **Next steps.** a.) Leslie will check whether preview materials will be ready for the next General Council.
b.) If video/other campaign materials are available, committee will request 15 minutes to present on the public awareness campaign at the April 14th General Council meeting.
- **Campaign “landing page”.** Participants discussed the planned web landing page. It is LP&G’s responsibility to provide a page design consistent with the other campaign materials, and TPCCH’s responsibility to provide content and posting to the web. There have been seven responses to date to a request for agencies capable of responding to donation/volunteer requests within 48 hours. A second call for submissions was blocked by a TPCCH co-chair’s request. Linda Kot has emailed a request for an explanation to the TPCCH Executive Committee and awaits a reply.

Lori Block noted that some misunderstanding may stem from the use of the word “develop” in the motion passed to approve the campaign because “develop” can refer to software coding. Neither LP&G’s proposal nor presentation included that responsibility, and the motion was not intended to indicate otherwise. Lori said that she can create the landing page file, but is unsure whether her software and that currently used will coordinate. She said that the City of Tucson has offered an additional \$5,000 for web purposes.

- **Next steps.** a.) Linda will follow up with the Executive Committee about gathering landing page content.
b.) Leslie will learn what is needed to combine design and content for posting.
c.) The need for landing page listings will be included in the General Council presentation.
d.) Lori will work on the landing page to the extent and during the time she is able.

2. **Minutes.** Mark moved and Lori seconded that the minutes of the previous meeting be approved. **Motion passed.**

3. **Next Meeting.** Monday, April 18th, 10:00-11:30 a.m., Santa Cruz Room, 320 N. Commerce Park Loop.

Submitted by Settle Madden

Attendance

Name	Organization	Email
Lori Block	ICH	lori.block@ichtucson.org
Leslie Carlson	PTEH Coordinator	lcarlson@cox.net
Linda Kot	Primavera Foundation	lkot@primavera.org
Pam Moseley	Pima County	pmoseley@pima.gov
Mark Pollinger	DES	mpollinger@azdes.gov