
TUCSON PLANNING COUNCIL FOR THE HOMELESS

Plan to End Homelessness Committee

November 29, 2010 Minutes

Chair: Linda Kot

Next Meeting: December 20, 2010 – 10:00-11:30 a.m. Sentinel Bldg., 320 Commerce Park Loop

Report to General Council

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| <ul style="list-style-type: none">■ Public awareness campaign design underway. Committee requests feedback form TPCCH members on campaign creative brief |
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TOPICS DISCUSSED

1. **Minutes.** Gail Gibbons moved Lori Block seconded that the minutes of the October meeting be approved as presented. **Motion passed.**
2. **Public Awareness Campaign.** Linda Kot noted that the TPCCH General council unanimously approved going ahead with the public awareness campaign at its November meeting. In response to Barbara Montrose's question, Linda said that she assured the Council that they will be fully informed as campaign elements are developed.

Leslie Carlson distributed notes of a November 24th meeting with Leslie Perls of LP&G on the campaign development schedule and process, and on what LP&G needs the PTEH Committee to work on to facilitate campaign design and implementation. LP&G plans to email a creative brief on the campaign by December 3rd, and completion of materials by the end of February 2011.

Participants discussed the notes, and reached consensus that they would like to distribute the creative brief to the all TPCCH members, and solicit their feedback through comments at the December General Council meeting, email and an invitation for all interested members to work with the committee during campaign development without an obligation to join the committee. It was noted that members and campaign development volunteers will likely need to be available for creative meetings more often than monthly.

- **Website links and volunteer referrals.** LP&G asked the committee to define for the TPCCH "landing page" website how to link the main TPCCH page, and member agencies will be listed; and how volunteers will be processed, acknowledged and referred. Participants discussed these issues and reached consensus as follows. Separate communications, with a format for presenting the requested information, will be sent to TPCCH members. Each request will include instructions on how to use the form and a deadline by which to reply for inclusion on the campaign website. Requests for volunteer recruitment will be accepted only from those member agencies that have a volunteer coordinator or designated individual to respond promptly (within a period of time to be designated) to the volunteer. That person's contact information will be included. Each request should be followed up with phone calls from committee member.

Participants discussed how the website might accept, compile and route volunteer information, and, separately, how TPCCH may route and accept volunteers. The consensus was to first ask the other TPCCH committees to define their volunteer needs and referring/tracking methods.

- **Next steps. a.)** Leslie and Lori will contact Stan Hamnett, who wishes to create a TPCCH Facebook page

- b.)** Lori will check with the Southern Arizona Volunteer Center regarding the possibility of linking their data base into the TPCCH landing page.

- c.)** Leslie will check with LP&G and ask for the recommendations of their web designer regarding handling volunteer information gathering and processing.

- d.)** The committee will ask the other TPCCH committee about volunteer needs and handling.

Public Awareness Campaign cont'd.

- **Campaign video.** Participants discussed that, because the intent of the campaign video is to allow members to use it in presentations as well as to post it on the Internet, it may be necessary to ask members to contribute the cost of the video DVD copies or burn them from existing copies.
 - **Campaign flyers.** LP&G asked that the committee provide information on how the campaign flyers will be used in order to assist them in finding discounted or donated printing. Consensus was that they flyers will likely be distributed during in-person presentations of the campaign videos, and that other uses could be discussed at upcoming meetings.
 - **Campaign payment.** By consensus, participants agreed to the customary payment schedule of 50% at the start of campaign development and 50% upon completion.
 - **Next steps.** Leslie and Lori will update the LP&G contract accordingly and report to the December General Council as Linda cannot attend.
- 3. Next meeting.** Monday, December 20, 10:00-11:30 a.m., Sentinel Building, 320 Commerce Park Loop. The following meeting was set for Wednesday, January 5, 2011, 3:00-4:30 p.m. to allow for input by those interested TPCH members who cannot attend morning meeting. The next regularly scheduled monthly meeting will be Monday, January 17, 2011, 10-11:30 a.m. The primary purpose of both meetings will be to finalize the campaign scope of work.
- **Next step.** Leslie will request room reservations in the Sentinel Building for each of the planned meetings.

Attendance

Lori Block	ICH	lori.block@ichtucson.org
Leslie Carlson	PTEH Coordinator	lacarlson@cox.net
Gail Gibbons	Community member	
Linda Kot	Primavera Foundation	lkot@primavera.org
Anna Wheeler	Primavera Foundation	awheeler@primavera.org