
TUCSON PIMA COLLABORATION TO END HOMELESSNESS

Conference Committee

June 14, 2011 Minutes

Chair: Olivia Gutzman

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| Next Meeting: Tuesday, July 12, 2011 – 3:00-4:30 p.m. CPSA, 525 N. Wilmot Rd., Suite 201 |
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| Report to General Council |
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| <ul style="list-style-type: none">■ Keynote speaker invited.■ Conference preparations continue. |
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TOPICS DISCUSSED

1. **Minutes.** Minutes, with addendum, of the May minutes were accepted by consensus.

2. **Conference Preparation.**

- **Keynote speaker update.** Olivia Gutzman reported that the Arizona HUD office would not provide a speaker on HEARTH implementation. After much research, they suggested that she invite Esnaps director Anne Oliva to speak on the phased HEARTH implementation. Olivia sent a letter inviting Ms. Anne Oliva to be the conference keynote speaker. An email from her assistant indicated that her acceptance is dependent upon the budget. They will have a better in mid-July about whether travel money will be available. Olivia agreed not to invite another keynote speaker until Ms. Oliva's response is know, but asked participants to consider a backup plan, including a motivational speaker or comedian. Suggestions included KGUN-9 news anchor Guy Atchley, Arizona Daily Star cartoonist David Fitzsimmons, another motivational speaker, or the professor in charge of the University of Arizona Veterans program.
 - **Next step.** TPCCH administrative coordinator will email the name of the UA professor to committee members.
- **Breakout sessions contacts.** Participants reported as follows.
 - **Cindy Diaz:** The library staff person in charge of funding source resource is on vacation. The Community Food Bank has not yet responded. Her husband, Jerry, who is formerly homeless, has agreed to be one of the "We're not who you think" presenters.
 - **Lisa Griffin:** Law enforcement representatives contacted to date have declined to participate and/or insisted that their jurisdiction has no homeless persons. The update on homelessness among youth, veterans, and families will feature speakers Laurie Mazerbo and Kevin Jackson on youth; Vincent Fricano on veterans' homelessness; and Jennifer Anderson on homelessness among families as well as a representative of the new youth permanent supported housing project New Frontiers.
 - **Eric Cross:** will proceed to contact Rev. Randy Reynolds for the "coping with change" session, Leslie Carlson for additions to the "We're not who you think", and whomever Leslie recommends to represent the 51homes and Project H3 efforts.
 - **Olivia:** will continue to pursue the keynote speaker as well as the presenters for the "new medical resources" session, and the state homeless coordinator.
 - **Settle Madden:** will pursue the DES and Social Security Administration speakers, and roundtable topics as a potential replacement for the "implementing the HEARTH Act" session, for which there apparently is no speaker.
 - **Next steps. a.)** Eric will work with Lisa to cultivate and encourage law enforcement representatives to present at the conference, and gather suggestions for the alternatives to the HEARTH ACT implementation session.
 - **b.)**Participants will review by follow-up emails options for replacing the "implementing the HEARTH Act" breakout session.

- **Conference advertising, promotions, and fundraising.** Consensus was to work hard to bring up attendance. Suggestions included: early and more frequent publicity; strong publicity with a focus on the keynote speaker if he/she is a local celebrity; a “recession buster” price; discounts for agencies sending multiple registrants; looking for additional, alternative sources of sponsorships;
 - **Next step.** a.) Settle will update and distribute the conference sponsorship packet.
 - b.) Participants will review the sponsorship packets for updates.
 - c.) Participants will record and share their fundraising contacts so that potential donors do not receive multiple approaches.

3. Next Meeting. Tuesday, July, 3:00-4:30 p.m., Holiday Inn Palo Verde, 4550 S. Palo Verde.

Submitted by Settle Madden

Attendance

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| Eric Cross | Community advocate | errrock@live.com |
| Cindy Diaz | COPE | cdiaz@copebhs.com |
| Lisa Griffin | Open Inn | lgriffin@openinn.org |
| Olivia Gutzman | CPSA | olivia.gutzman@cpsa-rbha.org |