

Ventura Social Services Task Force Community Education Committee

Minutes from 02/09/2010 Meeting- 3:30 PM

Attending - Peter Brown, Cathy Brudnicki, Jill Forman, John Jones, Debora Schreiber, Beth Sutherland

I. New Business

A. LUYV proposal for VSSTF Community Outreach, Marketing and Education

Beth presented a rough outline on VSSTF Community Outreach, Marketing and Education – where LUYV and VSSTF can work together. There was committee support for looking to see if some VSSTF funds (such as Community Education Coordinator) could be allocated to areas where Beth and LUYV could assist with marketing and outreach. Where there are currently funds available in what had been allocated some of those dollars may be shifted as part of effort to ensure Ken Belden's position remains.

Next steps include

- a) Peter will forward the job description for "Community Education Coordinator"
- b) Beth will see if there is a know dollar figure for LUYV taking on this role
- c) We can have a agenda item about this concept/proposal (and relationship between VSSTF and LUYV) at next general meeting

B. NAEH Conference and VSSTF retreat

It looks like we have a half dozen or so VSSTF members at the conference. This should help with ideas for both funding proposals and retreat (at moment it sounds better to have retreat on weekday instead of a Saturday

C. – other

As part of community outreach we may want to have speakers at each of the Ventura County cities – asking a scripted question or questions in regard to how each city is addressing one of the recommendations from the 10 year plan (for example - Recommendation #5: Permanent Supportive Housing - • Create at least 275 beds or units of permanent supportive housing for chronic homeless persons during the first five (5) years of implementation of the strategy;)

II. Next Education Committee meeting:

Our next meeting will be Tuesday, March 9th - from 3:30 – 4:30 PM, at the Unitarian Universalist Church, 5654 Ralston St., Ventura.

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**Education Sub-Committee Meeting (VSSTF)
2/9/2010 Thoughts/Ideas/Strategies
Re: VSSTF Community Outreach, Marketing and Education**

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Premise:

In the interest of providing the Ventura Social Services Task Force with critically needed marketing, outreach and public education, and in conjunction with Lift Up Your Voice, we propose to develop an overall Marketing and Public Education / Outreach* Strategy to include some or all of the following as deemed appropriate by this sub-committee, the VSSTF and ?.

*Costs associated with each action per the "Menu" below will be determined by LUYV and brought forth for further consideration.

MENU Suggestions:

Provide **WEB** assistance to HPF and www.onecityventura.org

Create **PSA** with assistance of CAPS, at-risk, homeless and others

Utilize **Social Media** – U Tube (Picture The Homeless great example) (Foothill Tech? UU?)

Re-Release the HPF National Recognition (USICH) **Press Release** (with current stats thru 2009) as Be an Informed Giver...

Re-Release (modified) piece by Karl Keller - Help Prevent Homelessness of (Sunday, October 14, '07)

Post above press release on LUYV web site and LINK to Fund Giving

Create Op-Ed Piece re: Informed Charitable Giving and tie in HPF Award Winning Program Recognized by USICH

Compile/update HPF **Donor Roster** and provide these Constituents with an update / appeal

Feature Cards on LUYV WEB site and LINK to purchase (dep. upon re-print ability)

Provide Graphic Assistance to HPF (Donor Thanks, Letters, other docs)

Compile pertinent docs and assemble a Press Kit for MAX Exposure (especially year end! – Include a Packet of Note Cards as Talking Point)

E-Mail Blast – card sales/Request for Assistance - to ALL rosters (LUYV, UU, rally, VIMA, HPF donors)

ID artist population interested in participating for on-going variety and program sustainability