



PARTNERS IN CARE

Oahu Continuum of Care

Partners in Care is a coalition of Oahu's homeless service providers, government representatives and community stakeholders working together in partnership to end homelessness.

MINUTES

AWARENESS Committee Meeting

February 7, 2017

TIME: 9:55am to 12:00pm

LOCATION: Steadfast Housing Development Corporation
888 Iwilei Road, Training Room 2nd Floor, Honolulu, HI 96817

Attendees: Names: Maile Montallana, Ashlen Keomaka, Ruth Balbin, Gregg Suzuki, Keala Souza, Ana Piloton, Holly Holowach, Leslie Uyehara, Coralee Chin and Randy Villanueva-Ahue

Agenda Topic	Discussion	Outcome/Action
Intro:	Newest committee member is Randy Villanueva-Ahue from Steadfast Housing.	
I. Call to Order	Maile Montallana called the meeting to order at 9:55am.	
II. Approval of Minutes	January 11th, 2017 minutes approved.	NA
III. Special Events/Presentations:	<p>Maile invited Christopher G. Miller, NVC Compassionate Communication Practitioner, to have an open discussion on whether the committee is interested in having him as a Keynote speaker and if so, what should his presentation focus on. NVC is non-violent communication where one learns how to take care of ones-self in order to have the capacity to connect and service others.</p> <p>After much discussion and input from committee members, we agreed that Chris's presentation could focus on the following:</p> <ul style="list-style-type: none"> • Addressing burnout • Addressing importance of self-care and techniques • How to build connections with others. • How to communicate effectively with difficult people and/or crisis intervention <p>After Chris's presentation, all committee members were in agreement with having him as a keynote speaker.</p>	<p>Maile will connect with Chris and review our conference focus and inquire on his speaking fees. Will bring info to next meeting.</p>
V. Continuing Business: a. Time Tracking Worksheet.	Maile released a spreadsheet to all committee members to track the amount of time spent on PIC committee related activities. Spreadsheets will be collected at the December committee meeting where Maile will tally and report outcomes to Executive Meeting via her end-of-year outcomes report.	<p>Leslie requested Maile to email the soft copy to all members.</p>

<p>b. Objective #1</p>	<p>Committee reviewed the revised Committee Objectives report. Future meetings will be outlined using our Objectives and what actions steps were taken or can we take to achieve the objective.</p> <p>Objective #1: Increase Awareness of PIC and engage the involvement of more partners to join PIC.</p> <p><u>Action Steps:</u></p> <p>1. Action Step completed. Gregg, Ashlen and Ruth attended the "Power to the Positive" concert event at Waikiki Shell where PIC was marketed to over 1,000 participants. Seventy five (75) PIC brochures, eight (8) "Support Us" flyers, eighteen (18) "Join Us" flyers and five (5) Community Membership forms were distributed throughout the concert. Eighteen (18) other organizations participated. Thank you to Gregg, Ashlen and Ruth!</p> <p>2. Social Media - would need to discuss further at another meeting. Awaiting calendar from Jen. Members noted they were not familiar with Twitter and did not feel they had the skills necessary to manage an account. Cora is still the point person running the Facebook page.</p> <p>3. Identify at least 10 agencies that support/service the homeless and solicit them as new potential PIC members. Holly opened discussion in asking what is the "value" for these agencies to join PIC which was previously discussed. Maile mentioned this action step was first to identify agencies and then solicit them as new members; not necessarily sign up 10 new agencies to join PIC. The committee still needs to work with Jen on identifying the value for other community agencies to join PIC. To be discussed further.</p>	<p>Will discuss further at another meeting and talk with Jen about the calendar.</p> <p>Committee members will bring at least 1 agencies name/address to the next meeting to send an invitation to join PIC. Maile will work on letter to be sent.</p>
<p>c. Objective #2</p>	<p>Solicit names of potential new committee members from existing members.</p> <p>Action Steps:</p> <p>1. Identify current PIC members and send out a letter to each agency asking for participation on the Awareness Committee. Include the "Join Us" flyer which lists our committee meeting dates/times/locations for the entire year.</p> <p>Maile will also distribute the "Join Us" flyer at the next General Membership Meeting.</p>	<p>Maile will generate a formal letter to be mailed to PIC member agencies and include the flyer.</p>
<p>d. Objective #3</p>	<p>Coordinate the annual homeless awareness conference.</p> <p>Open discussion held regarding different aspects of coordinating this year's conference. Discussions are as follows.</p>	

	<p>Maile provided a list of topics that were covered over the last 3 years. At the next meeting, members will discuss what topics to focus on this year.</p> <p>Maile will update the outline and provide at next meeting.</p> <p><u>Location:</u> Maile provided invoice from Kroc Center for 2016 conference for reference on cost. She mentioned that the contacts for Kroc are not returning her calls. She submitted the Facility Application via email and is awaiting a response. Members agreed they wanted to do another walk through of Kroc to determine layout and design of the sponsor tables.</p> <p>Discussion was held about why Koolau Ballrooms was not selected. Leslie mentioned the cost was higher than Kroc and they only had 2 small breakout rooms in addition to the main ballroom.</p> <p>Holly recommended the committee look into the cost of holding the conference at the Convention Center. Leslie offered to look into it. She knows that parking is not free there and at Dole Cannery, but is free at Koolau and Kroc Center. Leslie made note that the Kroc center was the most cost-effective choice hence the reason we went there last year. Leslie also noted she prefers to keep the conference at Kroc Center for a few years to get used to the facility and then maybe changing it in 3-5 years.</p> <p>Cora also mentioned that while our intention was to make the conference location closer to leeward coast people, the no-shows to last year's conference was mostly from the leeward coast.</p> <p>Maile provided the online map of Kroc Center, but also created an easier map on word which can be made smaller and added to the registration table as this was a request in the conference evaluations.</p> <p>Maile also provided an outline design of the ballroom. Holly suggested moving the stage to the back wall so that it's closer in proximity to the tables. This can be discussed with Kroc.</p> <p>Sponsorship tables layout will need to be discussed further after meeting with KROC.</p> <p>Registration tables will be outside of the ballroom this year rather than inside to allow for more room for sponsors and to be more visible to participants as they enter. The people assigned to the reg table doesn't have to stay there all day, but can sit at the PIC table in the ballroom for late-comers.</p>	<p>Maile will make contact with KROC center to see if we can arrange for a walk through. Then she will email members on the date.</p> <p>Leslie will look into the costs at Convention Center.</p>
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	<p><u>Sponsors:</u> Maile provided a copy of last year's sponsorship forms. Leslie agreed on taking on the task of generating the letter and sending them out. Cora provided a list of agencies represented in attendance at last year's conference. Maile suggested these sponsorship forms be mailed to all these agencies once finalized.</p> <p>Gold Level = \$350 plus amenities (to be discussed) Silver Level = \$200 plus amenities (to be discussed) Bronze Level = \$150 (to be discussed)</p> <p>Maile approved the brochures to be delivered directly to SHDC and be accepted by her admin clerk, John on or before November 1st.</p> <p>Maile also in contact with a representative of FHB trying to seek some sort of Corporate Sponsorship.</p> <p>In an effort to gain names, addresses and phone numbers of community organizations that attend this conference, Maile recommended having a Business Card Fish Bowl contest located at the PIC table in the ballroom where participants can leave a business card and enter to win one of 3-5 gift cards at the end of the conference. Committee members agreed and thought it a good idea. This information can be used for future conferences.</p> <p><u>Registration:</u> Maile provided a copy of last year's registration flyer. Cora agreed to be the lead on creation and disbursement of the final registration form. Maile made the decision NOT to have online registration this year so the process can be more streamlined and participants can forego the additional \$3.74 fee.</p> <p>Kim volunteered to be the point contact person once registration opens. She will field questions and accept the forms. She will provide the forms to John who will input and provide the checks to Maile for submission to Gladys. Kim would also be the person to inform the participants whether or not a session was overbooked and if changes need to be made.</p> <p>A map of the facilities will also be provided on the registration form.</p> <p>The final spreadsheet is what will be used at the registration tables this year. All were in agreement with this change.</p>	<p>Leslie will create the new sponsorship forms once levels and amenities are finalized and will mail out to the 74 agencies.</p> <p>Maile will follow-up with FHB contact as the months progress.</p>
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New Business:	Maile provided a copy of the email from Jay Parasco offering his contact, Rebecca Pang, as a trainer for a Media 101 course. Once I receive the information on the training date, Maile will ensure all committee members receive information about the training and make an effort to attend.	
Other Issues	No additional issues discussed.	
Next Meeting	The next meeting will be on Tuesday, March 7, 2017 at 10am at the same location.	
Minutes Prepared by:	Maile Montallana, Awareness Committee Chair	

(NOTE: Minutes must be distributed to Committee members and posted on the PIC website prior to the next Committee meeting. Committee Chair/designee must also forward minutes to the PIC Chair prior to the PIC general meeting (held on 3rd Tuesday of month).