



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

April 3, 2018

TIME: 10am to 12pm

LOCATION: Steadfast Housing - Training Room
888 Iwilei Road, Honolulu, HI 96817

Attendees: Names: Maile Montallana, Ashlen Keomaka, Ruth Balbin, Holly Holowach, Sharaleen McShane, Kim Cook, Gladys Peraro, Summer Pakele, Sharon Baillie, Gregg Suzuki and Randy Villanueva-Ahue

Agenda Topic	Discussion	Outcome/Action
Intro:	Welcome everyone....	
I. Call to Order	Maile Montallana called the meeting to order at 10:04am.	
II. Approval of Minutes	March 6, 2018 minutes reviewed and approved.	NA
III. Special Events/Presentations:	1) Awareness Committee Roster revised (1 pg); 2) Announcements: a) PIC announced Sharon Baillie as the new PIC Planning Coordinator. She will meet with the Registration SubGroup at today's meeting to discuss the registration process.	
V. Continuing Business:	1) Conference Coordination: a) Conference Deadlines - 2 pgs i) The committee reviewed the changes from the last meeting. Maile updated the sheet with the revised dates selected. Maile will continue to share the Deadlines sheet at each meeting as the year progresses to check mark those items that have been completed. The Deadlines sheet starts with the Sponsorship and Gift Card donation letters being sent out by July 30th. All breakout sessions need to be confirmed by July 31st. Early bird registration will be released on August 1st. b) Invoice and Budget: i) Updated KROC invoice provided (1 pg). Maile informed the committee that PIC paid the \$500 deposit to KROC and our reservation is now confirmed. Maile also reported that she emailed the food selection to KROC as well who has	

confirmed receiving it. The revised invoice indicates payment was received. This deposit will go towards the final payment.

Maile provided a projected budget (1 pg). If we assume the same registration percentages from last year based on a head count of 350 people, the committee receivables (just from registration fees) would total about \$21,830 with 130 early bird, 158 regular and 63 late registrations. If we assume the same amount of sponsorship as last year, total receivables would be \$30,980.

With total expenditures at \$22,714.19 (for now), this would mean a profit of \$8,265.81.

Maile will continue to update the projected budget as more costs are added/deleted and as registration commences.

c) Registration:

- i) Maile provided the committee a draft of the Registration Form (1 pg). A summary of the conference which includes the intent and purpose of the conference was included per the discussion from the last meeting. Maile reported that a PIC Board Member suggested "Together We Are Stronger" as part of the feedback provided for conference coordination. Maile suggested this as the theme and translated this into Hawaiian as "Pu Kakou I Ikaika." Maile opened the floor for discussion to see if the committee is open to this as the theme or if others had feedback/input. All were in agreement with using this as the theme. The committee reviewed the registration form and also agreed on the intent summary. Holly suggested rearranging the bottom portion of the form. Maile will make revisions. Once the merchant account or EventBrite link is established, that information will be added to the form for registrants who wish to pay via credit card payment.

Sharon reported that she just moved into her new position with PIC and will be working with Jen to see if PIC will be setting up a merchant account. If it is not possible by August 1st (or before then), Sharon reported she will find a way to create the EventBrite page. Maile will provide some guidance and information based

on her experience last year. Also, PIC's new Suite is 210 (rather than 700). Maile will revise the form.

Maile opened the floor for discussion on whether or not to charge for the CEU certificate. Maile reported that last year, it was difficult to track who paid and who didn't. When people checked in at the registration table, they said their boss turned in the payment for the CEU, but we had no record of such payment; or a registrant would tell us they paid for it via EventBrite, but there was no indication it was paid for. Therefore, many people were simply given a form regardless if they paid or not. Holly, Dr. Kim and Gladys had some input into the discussion. The committee decided NOT to charge for CEU credits this year and to just add the form to the folders and whoever wants a certificate would just need to submit the form at the end of the conference.

d) Save the Date:

- i) Maile provided the committee with a Save the Date draft pending selection of the theme. The theme has now been selected so Maile will revise the template and email it to the ListServe for dissemination.

e) Conference Folders:

- i) Maile provided a picture of what the conference folders will look like (1 pg). They have been sponsored by Salvation Army. Keala is working with Anna and David to coordinate the folders and labels for this year's conference.

f) Sponsorships:

- i) Maile provided the committee with an updated Sponsorship solicitation letter (1 pg) and Thank You letter (1 pg). Maile opened the floor for discussion if the committee wanted to make any changes to the tiers/levels or any part of the sponsorship process. The committee had no changes. Sharon did report that the sponsorship check payments can be sent to her (rather than Jen) and that PIC's address has changed to Suite 210. Maile will revise the form before sending to Keala. Maile reported that Keala will connect with Leslie to get the list of sponsorship addresses we used from prior years.

Maile will revise the Save the Date template and email it to the ListServe for dissemination.

Maile will email the leads the necessary soft copy forms/letters to the Donation and Sponsorship Leads as the coordination process progresses.

g) Gift Card Donations:

i) Maile provided the committee with an updated Gift Card Donation request letter (1 pg) and Thank You letter (1 pg). Maile also included the list of businesses we solicited last year. Maile will forward soft copies of the letters to Sharaleen as the donations lead. Maile also reported that Ruth had provided some information of other businesses/agencies we could solicit from. Maile will provide to Sharaleen.

h) Additional Items to Discuss.....

i) Maile opened the floor to the committee if we wanted to do an incentive giveaway this year. The committee made the following suggestions:

- (1) Reusable Bags
- (2) Clips
- (3) Letter Openers
- (4) Pens
- (5) Sun Visor
- (6) Lanyards
- (7) Fan
- (8) Mini Hydro Flask
- (9) Stress balls

Holly accepted the responsibility to find a vendor and gather costs to share at our next meeting for further discussion.

ii) Maile reported she will look into the cost of liability insurance for this year's conference and will report back to the committee.

i) Conference Topic Discussion:

The following topics were selected by the committee as breakout sessions and the following committee members were assigned as the Coordinator:

Breakout Session #1 (10:15am - 11:30am)

1. Hawaii Community Foundation - Housing ASAP Group Presentation (Coordinator: Gladys)
2. LGBTQ Sensitivity Training - Ke Ola Mamo/Life Foundation (Coordinator: Summer)
3. Dual Diagnosis / Substance Abuse / Mental Illness - panel (Coordinator: Maile)
4. Domestic Violence - PACT/CFS/DVAC (Coordinator: Gladys)

Holly will find a vendor and look at costs associated with these incentives and report back to the committee at the next meeting.

Maile will inquire on liability insurance costs and report back to the committee.

Breakout Session #2 (1:00pm - 2:15pm)

1. CES, BNL, Automating System, PITC stats, updates (Coordinator: Sharon)
2. Mini-Landlord Summit - benefits of renting to the homeless population and risk mitigation strategies (Coordinator: Dr. Kim)
3. (Something for families....) (Coordinator: ??)
4. BTG Session....(Coordinator: Holly)

Breakout Session #3 (2:30pm - 3:45pm)

1. Panel to include: (Coordinator: Maile)
 - Update on public health/public safety
 - Interfacing with EMS & hospitals
 - Decriminalization of homelessness
2. Aging/Elderly session (Coordinator: Keala)
3. Rapid Rehousing (for youth, elderly, families, singles); Permanent Supported Housing; prevention diversion (Coordinator: Ana)
4. First to Work/TANF Information/SSA benefits - DHS (Coordinator: Holly) and SSA office
 - a. Processes, laws, regulations, expectations and transition after becoming employed; how to reinstate benefits etc...

The committee agreed on the following conference time frames:

Opening: 9am-10am

- 9-9:15am - Welcome/Prayer/Announcements
- 9:15-9:25am - Governor to speak
- 9:25-9:35am - Mayor to Speak
- 9:35-9:45am - HUD to speak
- 9:45-9:55am - HPO to speak
- 9:55-10:00am - closing

Breakout Session #1: 10:15am-11:30am

Lunch: 11:30am-1:00pm

The committee agreed on holding the "Panel: Success Stories (of formerly homeless)" during the lunch time.

Breakout Session #2: 1:00pm-2:15pm


Breakout Session #3: 2:30pm-3:45pm

Closing: 3:45pm-4:15pm

The committee will continue its discussion on these topics at the next meeting.

Maile will create a letter request for volunteer speakers for coordinators to use when soliciting/finding presenters for the conference and will email it to the members. Coordinators will then make contact with possible speakers and update the committee at the next meeting.

Maile will complete the Mayor's request online and Holly will complete the Governor's request to speak.

	Holly inquired if anyone else volunteered to be the Emcee. Maile reported no one has come forward. Holly asked Maile if she would like to co-emcee with her. This is still up for discussion. Maile will update the committee if there are any other suggestions/contributions from the Board.	
New Business:	None	
Other Issues:	None	
Next Meeting:	The meeting ended at 11:48am. The next meeting will be on Tuesday, May 1, 2018 at 10am at the SHDC Training Room 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).