



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

March 7, 2017

TIME: 10:00am 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, Kimberley Cook, Coralee Chin, Randy Villanueva-Ahue and Jen Stasch

Agenda Topic	Discussion	Outcome/Action
Intro:	Welcome everyone....	
I. Call to Order	Maile Montallana called the meeting to order at 10:00am.	
II. Approval of Minutes	February 7th, 2017 minutes approved.	
III. Special Events/Presentations:	Maile provided a copy of PIC's Strategic Plan and Tactical Implementation Guide for 2016-2018 for committee members to be aware of PIC's organizational overview and priorities. Maile highlighted that the priorities show who is responsible for completing associated tasks and often times a committee is assigned the task. Maile also highlighted pages 11 and 12 as this is where the Awareness Committee is tasked with achieving items under Strategic Priority #4 along with the Advocacy Committee.	
V. Continuing Business:	Maile provided an updated copy of the committee goals/objectives for this calendar year for review. 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.	
a. Objective #1	<p>Increase Awareness of PIC and engage the involvement of more partners to join PIC.</p> <p><u>Action Steps:</u></p> <ol style="list-style-type: none"> 1. Action Step completed. 2. Strategic planning of use of social media/technology/branding marketing. 	

	<p>3. Identify at least 10 agencies that support/service the homeless and solicit them as new potential PIC members. Maile updated the committee members that at the last Executive Committee meeting a discussion was held about the governance restructuring and Janet had asked the committee to list community stakeholders who are not currently involved with PIC on how we could make connections. These were the organizations/businesses listed:</p> <ul style="list-style-type: none"> • FACE • Brother Virgil • Hawaii Realtors Association • Major property management companies like LOCATIONS • HHFDC • Members of the Legislature • Community Policing (HPD) • SAMHSA • Lanakila Pacific • DVR 	
<p>b. 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 distributed "Join Us" flyers at the last general membership meeting on 2/21/17. Maile also collecting business cards to reach out to members via email to invite them to join the committee. Maile also emailed Kimo from I.H.S. to join the committee. This is an on-going effort.</p>	
<p>c. 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><u>T-Shirt Orders:</u></p> <p>Cora suggested purchasing dry-fit shirts from the last meeting, as it's cooler material that can be readily used by outreach workers. Maile researched American T-Shirt and found unisex Cool DRI performance t-shirt like the dry-fit type. Maile provided a screen shot print out of the shirt. Committee questioned if the royal blue comes in 3xl as the printout currently says 2xl. Maile will find out.</p>	<p>Maile to find out if the deep royal blue shirt comes in 3xl or just up to 2xl and report back.</p>

Maile provided a print out of the suggested order and the costs associated with it from the current vendor we use, Greg Mychlyk. This projected order was based on the average t-shirt sales from the last 3 years. The order is JUST for Unisex shirts and no women's shirt. The report also shows the net income of sales if the committee decides to sale shirts at \$15 (net income \$300) or at \$20 (net income \$1,320). The committee decided to sell the shirts at \$20/each. Ana commented that maybe organizations should be surveyed about whether or not they will order a shirt to see what amount we should order. Maile asked Jen how would the committee order these shirts seeing as the income would come in after the sale. Jen said to check with Gladys to see how much is left in the account for ordering. Cora suggested just ordering what was on the report and doing early sales (May to June) and if more organizations were interested, the committee could do a second order. If there wasn't enough funds available, then order half of the shirts on the report and do presales and order the second half later.

Cost Analysis:

Maile provided a copy of the rental application for all committee members to review. Page 2 notates that the minimum attendee suggested is 315. Committee questioned why so high. Maile responded that the last 3 year's average attendance was 312 participants. Maile mentioned that if we project for a lower number, like 200, then KROC would charge us a higher rate for add-ons. Committee wants to know what that rate would be. Maile to find out. Jen did not agree that we should be charged a higher rate for going above the minimum attendee number.

Maile also mentioned this application was shared with the Executive Committee and they recommended our committee find general liability insurance for the 1-day conference event. Ana took on this task.

The committee reviewed the Projected Budget Sheet.

The receivables section is conservative and did not change from the last meeting. The expenditures changed which includes the costs associated with the attached INVOICE from KROC center. The Committee Reviewed the invoice. Currently the cost to hold the conference at KROC center is \$24,696.33. Maile emailed contact at KROC looking for ways to decrease cost. Costs could be decreased by removing AV from the classrooms. Jen asked why we're paying for the ballroom and auditorium usage if we're pay per head cost for food. Maile responded that KROC gave us 50% of room costs when purchasing the food per head. Jen did not agree. Jen mentioned she attended a CHOW

Maile to follow-up with Gladys to see if a shirt order can be made.

Maile to find out what the higher rate would be if we projected a lower participant minimum and then more than the minimum attended.

Ana to find out costs associated with general liability for the conference.

conference at the Ala Moana hotel where parking was available at the mall and lunch was on the participant's own at the mall. This could reduce costs of having to pay for lunch for attendees. Kim said she had a contact with Ala Moana Hotel and will reach out to them on potential costs.

Kim will bring information to next meeting where committee will look at whether to continue the conference at the KROC center or move it to Ala Moana Hotel.

Suggested Conference Timeline:

Maile provided the committee with a suggested conference outline with the revisions from the last meeting.

Check in: 8am-9am
Morning session: 9am-1045am
Break: 1045am-11am
Breakout Session #1: 11am-1215pm
Lunch: 1215pm-115pm
Keynote: 115pm-230pm
Break: 230pm-245pm
Breakout Session #2: 230pm-4pm
Break: 4pm-415pm
Closing Remarks: 415pm-430pm

Committee approved suggested outline.

Location:

Maile provided an updated facility map and reviewed the flow of the conference. Registration and continental breakfast will be held in the outside courtyard pavilion. Front greeter at the main entrance will tell everyone where to check in. Back greeter will welcome people entering the back gate for parking overflow on the field. After check in and breakfast, the participants will enter the auditorium. Maile mentioned the back door for auditorium will be used so participants pass the silver sponsorship tables throughout the atrium. Holly said she was concerned about these sponsors because participants would only see them in the morning and during breakout sessions. Maile responded we should remind participants they can walk around to all the sponsor tables throughout the day. The gold sponsors will be in the ballroom. The hibiscus classroom can accommodate 80 people and the pikake classroom can accommodate 40.

Maile shared the layout design of the main ballroom. The stage can be in the middle of the room rather than the far left as suggested by Holly at the last meeting. The gold sponsor tables will line the wall of the ballroom per the layout. Holly suggested fitting the silver sponsors in with the gold sponsors. Maile can ask Desiree. Maile also

Kim will connect with her contact at Ala Moana to assess costs.

mentioned the tables in the upper left and right may have difficulty seeing the screen, but Desiree said she can bring the screen forward and use a stage to elevate the screen for all to see. Jen and Holly recommended putting the tables in a triangle/trapezoid layout where you have fewer tables in the front and then more tables in the back so all can see the screen a lot better. Maile will inquire with Desiree.

Sponsors:

Maile provided suggestions for sponsorship tiers. To accommodate more silver sponsors, the atrium sponsorship tables will be halved and unmanned. This will allow for a maximum of 24 silver sponsors. The committee approved.

If the gold sponsor tables were also halved in the main ballroom, we can accommodate 24 gold sponsors. If we allow for just 1 table per gold sponsor, then the maximum gold will be 12 slots. The committee agreed on halved tables for a maximum number available of 24 slots.

Jen reviewed the letter and had feedback on the wording that should be used when referring to AUW and PIC. She will email Maile the correct wording to include so that sponsors can take advantage of tax deductions for any sponsorships given. Once correct verbiage received, Maile will revise the request form and review at the next meeting.

Additional requests that can be included in the sponsor letter is at the bottom of the Sponsorship Tier suggestion page. Jen suggested having Leslie connect with AUW regarding the sponsorship form.

Maile also updated the committee that her contact with FHB also responded they do not sponsor conferences.

Committee discussed cost of postage when sending out sponsorship requests and donation requests. Jen commented Maile would have to check with Gladys on what funding is available. Holly suggested each agency represented at the table take 10 sponsorship letters and pay for the paper, printer ink and postage of sending out those letters. This will need to be discussed further at the next meeting.

Registration:

Maile reviewed some items regarding the registration portion of the conference per the list provided in agenda packet.

Jen mentioned she wanted to be included in this section of the planning. A sub-group was created with Dr. Kim and Keala as lead and Kim Oshiro and Ana as support. The

Maile will ask Desiree if silver sponsor tables can fit in ballroom and if the tables can be set up like a trapezoid layout.

Jen to send Maile the correct wording/verbiage to use in the sponsorship request forms.

Leslie to connect with AUW regarding sponsorships for conference.

Maile will connect with Jen in coordinating a meeting for the registration sub-group.

five of us will meet with Jen to work out the details of the registration process. Some concerns was that when agencies write out a check to "Partners In Care" they still send the check to AUW address even if the form directs them to mail the check elsewhere. How can we by-pass this so Jen is no inundated with calls. Also, the checks, regardless of who collects them, must be provided to Jen.

Also, Jen suggested doing online registration rather than just paper registration. However, this would have to be carefully coordinated with the paper registrations if we have to limit the breakout sessions (to 80 and 40 max for the classrooms.) This can be further discussed at the registration meeting.

Maile reviewed the rest of the details for registration and the flow of the conference. We need:

- Front Greeter / Coordinator for Hibiscus room
- Back Greeter / Coordinator for Classroom
- 1 registration table/ Coordinator for Ballroom
- 1 registration table/ Coordinator for Auditorium

The coordinator for each room will be responsible to ensure technology needs are met, the presenter is present and has everything he/she needs, introduces the speaker/presenter and then stamps for CEUs.


A map of the facilities will also be provided on the registration form.

Gift Card Donations:

Maile provided a revised suggested templated letter to use to send out to businesses to solicit monetary or gift card donations for the conference. Jen wanted to know what list of businesses we were targeting to ensure we weren't double targeting the same businesses as PIC does for the Point-in-Time Count. Maile mentioned the list was provided during our February meeting, but can email that list to Jen. After Jen emails Maile the correct verbiage to use in the letter, Maile will revise it and share with the committee again before mailing them out. Jen suggested the letters should be separate - solicit just for monetary donations and then just for gift card donations. Maile responded that from past experience, some businesses donated both so for them, we may send out a combined letter soliciting monetary or gift card donations. Jen commented she wanted to ensure the letters were clear in that the donations will be used by PIC even though the donations are payable to AUW.

Maile will make revisions to this letter after receiving the correct verbiage/wording from Jen. Maile will email list of businesses we will be soliciting to Jen.

	<p><u>Suggested Breakout Sessions:</u> Maile provided a list of topics that were covered the last 3 conferences and a list of topics suggested from evaluations and participant feedback. Maile also provided a handout out to fill in for suggested breakout sessions. Jen asked the committee what our target group was - just providers or also for community stakeholders. If we target community stakeholders, we should have breakout sessions for them. An open discussion was held and the following was suggested:</p> <p>Note: Ana would like bio's and summary of session by September 5th committee meeting to submit CEU application. These need to first be provided to Holly who will put everything together and then provide to Ana.</p> <p><u>For Providers:</u></p> <ul style="list-style-type: none"> - Crisis Intervention / De-escalation Techniques (lead-Maile) - CES (systemic; impact to contracts) (lead-Jen) - Create Project-based environment to increase housing inventory (lead-Dr. Kim) - Diversion Programs - how to divert clients from entering CES (ie. LEAD, Community Courts, Vet Courts ect) (lead-Ana) - Voices of Homeless - success stories, challenges, examples of some in program, in crisis, with challenges and then successes; possible video; utilize olelo (lead-Cora) <p><u>Community Stakeholders:</u></p> <ul style="list-style-type: none"> - PIC Goveranance Restructuring/Committees/Community Collaboration; integrated response; how you can get involved; Jen mentioned there may be new committees or new chairs at the November conference after elections in June of this year. (lead-Dr. Kim) - Session for Landlords - interaction discussion (lead-Ana) - Community Policing; outreach; warm handoffs; build relationships (leads-Kim O. and Holly) - Hospital Discharge Planning; Castle; Queens; Kuakini; utilize Jerry Coffee (lead-Cora) <p>These suggestions are not set in stone. Leads will make connections with contacts and see how the conference can utilize their expertise and create a breakout session. Members should bring additional suggestions to the next meeting. Leads will report follow-ups at the next meeting.</p>	<p>Leads will connect with contacts regarding the topic assigned and report back at next committee meeting. Members will also think of additional suggested topics and bring to the next meeting.</p>
New Business:	None	
Other Issues	None	

Next Meeting	Meeting ended at 1207pm. The next meeting will be on Tuesday, April 4, 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).