



PARTNERS IN CARE

Oahu's Continuum of Care

Our mission is to eliminate homelessness through open and inclusive participation and the coordination of integrated responses.

PIC Communications Committee Meeting

Thursday, 4/19/18, 1-2 p.m.

State Capitol, Room 415

MINUTES

Attendees: Annie Anderson-Tanielu, David Sayre, Jillian Okamoto, Dorian Nakamichi, Betty Lou Larson, Jason Kasamoto

Agenda Topic	Discussion	Outcome/Action
I. Meeting called to order	1:01 p.m.	
II. Continuing Business		
A. Update on legislative funding (Betty Lou)	<ul style="list-style-type: none">Betty Lou shared the results of a meeting with Rep. Sylvia Luke in which Rep. Luke reassured that ongoing homeless programs (Housing First, Rapid Re-Housing, etc.) will continue to be funded, and that \$15 million will be allocated in a lump sum to cover these ongoing programs and provide flexibility for possible new ideas to address homelessness. <p>After budget is finalized, legislators will consider bills for new programs (PIC/PHOCUSED's suggested Housing Homeless Children pilot program; Ohana Zones; Return to Home; Medical Respite housing).</p>	

<p>B. Rollout of Point In Time results</p>	<ul style="list-style-type: none"> • Jason broached the idea of sending a letter of appreciation to lawmakers, but noted that the letter should not come from the Governor’s Office, but perhaps from a group of providers or PIC. Committee was receptive to idea of letter of appreciation. • Jason said that PIC Vice Chair Heather Lusk was heading the PIT Count effort. He spoke with Heather and said her preference is a joint news conference with Bridging the Gap, if BTG is willing. <p>Carlos Peraro of C. Peraro Consulting told Jason that his team is close to having all the Oahu data inputted and is trying to get raw numbers to PIC by week of April 23. All data required by HUD would be ready by April 30.</p> <p>Jason emphasized that a joint news conference would be ideal from a messaging standpoint, but asked where PIC could hold its news conference if separate. Committee suggested holding it at the State Capitol as well.</p> <p>Jason put out another call to committee members for success stories to include in media packet, and asked for a volunteer to help compile them. Annie volunteered to assist.</p>	<p>Coordinate with PIC Advocacy Committee</p> <p>Follow up with Heather on status of news conference</p> <p>Ask PIC Board for early access to data for news conference planning purposes</p>
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III. New Business		
A. Better building the PIC brand through social media	<p>Jason asked if anyone else on the committee wants to have access to PIC’s Facebook page to post items. No one indicated that they wanted access. Jillian asked if PIC has policies and procedures on what can be posted on the PIC Facebook page.</p> <p>Our discussion centered on ways to improve PIC’s social media presence. Some suggestions:</p> <ul style="list-style-type: none"> - Designate a partner of the week, which allows them to highlight their website as well; - Tagging PIC in our organization’s posts; - Posting stories at regular intervals by setting Facebook to post at certain times; - Using hashtags more effectively 	Check with PIC on P&Ps regarding posting on PIC Facebook page
Adjourned	2:05 p.m.	
Next Meeting	Thursday, May 17 at 1 p.m. at State Capitol, Room 415	

Minutes prepared by Jason Kasamoto, Communications Committee chair