



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, 5/23/19, 1-2:15 p.m.

State Capitol, Room 415

MINUTES

Attendees: David Sayre (for Salvation Army); Jason Kasamoto (Office of Governor's Coordinator on Homelessness); Ramon Meraz (City Office of Housing); Katie Ranney (Mediation Center of the Pacific)

Agenda Topic	Discussion	Outcome/Action
I. Meeting called to order	1:05 p.m.	
II. PIC Communications Chair Vacancy	<p>Jason discussed his decision to step down as Communications Chair, and emphasized several points:</p> <ul style="list-style-type: none"> - The committee will continue to function - Let PIC Executive Chair Connie Mitchell know if you know anyone who is interested in becoming the new Communications Chair - There will probably be an email election next month to decide the new chair 	
III. Approval of April 2019 minutes		April minutes approved as written
IV. Continuing Business		
A. Quarterly Newsletter	<p>Will pass unfinished newsletter on to Jason's successor as committee chair</p> <ul style="list-style-type: none"> - Decision already made to move to online platform like Mailchimp - Can provide completed material to new chair and he/she can decide whether or how to incorporate it 	
B. Media Matters		
i. General Coverage	David saw a story in West Hawaii Today/Hawaii Tribune-Herald about how concerns have been raised over the Salvation Army's Kona Corps feeding homeless people at the Kailua Pier.	

<p>ii. 2019 Oahu Point in Time Count News Conference</p>	<p>Positives</p> <ul style="list-style-type: none"> - Media coverage was decent. Nothing combative - Trends are favorable for certain subcategories (veterans, families, mentally ill, substance abuse) <p>Concerns</p> <ul style="list-style-type: none"> - Trends unfavorable for unsheltered homelessness and certain ethnicities such as Native Hawaiians - Not as well-attended as the Unity Day rally, but that’s probably because of several factors <ul style="list-style-type: none"> • Timing and location of news conference • Maybe not enough reminders • Disagreement over value of PIT Count <p>Key is using the data from the report to further educate people about homelessness</p> <ul style="list-style-type: none"> - Press conferences are part of overall communications plan, but also: - Meetings with Star-Advertiser Editorial Board and TV stations 	<p>Ramon was able to add David to the PIC listserv</p>
<p>iii. Other Coverage</p>	<p>Video of PIC events</p> <ul style="list-style-type: none"> - When you share a video with the PIC Facebook page, it cannot be boosted. Thus, it would be better if PIC members could take video and post it to the PIC Facebook page themselves - Who has equipment, besides the City? <ul style="list-style-type: none"> • In the past, Jason has taken video using his cellphone and posted to the PIC Facebook page. We can continue to do that, as long as you have posting privileges <p>Ramon said some research has shown that during emergencies, people from homeless shelters are getting help from families instead of from emergency shelters</p> <ul style="list-style-type: none"> - This means that a lot of homeless people are local - David shared that during Hurricane Lane, The Salvation Army was tasked with feeding homeless who ended up in Red Cross emergency shelters. Might be part 	

C. PIC Logo	<p>of response for future emergencies</p> <ul style="list-style-type: none"> • In emergency shelters, you typically have to provide your own food, but homeless can't do that <p>Ramon is continuing to play with ideas</p> <ul style="list-style-type: none"> - Connie liked design that Ramon had shared at previous meeting - Is there a budget for this? Not sure, but unlikely • The board expressed concerns about paying \$180 for a logo from a graphic artist found online 	Ramon will follow up with Sam Church about using Catchafire to find a graphic artist
V. Follow-Up A. Collaboration with Housing ASAP	Jason spoke with the PIC Board about a collaboration between Housing ASAP and the Comms Committee (and PIC). It didn't need board approval after all, so the collaboration can move forward	
VI. New Business	None	
Adjourned	2:01 p.m.	
Next Meeting	TBA	

Minutes prepared by Jason Kasamoto