

MAPP Communication Workgroup Meeting

Tuesday, January 11, 2024 9:00 – 10:30 am

Via In-Person & Zoom

Present In-Person: Hannah Gustafson, Derotha Ferraro, Claudia Haines, Shay Hoffman, Annie Garay, Mel Kim, Anna Pasaniti, Kyra Wagner, Joscie Norris,

Present via Zoom: Mary Darbonne, Jane Dunn, Asia Freeman

Absent:

Notetaker: Mary

TIME	TOPIC	DISCUSSION	ACTION
9:00-9:10	Welcome & Intros	<ul style="list-style-type: none"> - Name, Agency (if applicable) - What brings you to the table today? <ul style="list-style-type: none"> - Connect, help, draw together, create form of connection, build network, inter communication to build a safe community, connecting people-places-resources, create efficiencies, getting out accurate information to maintain or improve quality of life, work together to find means to share resources to empower the people in our community, finding a way to create awareness since we are lacking front door services 	
9:15-9:25	Review Agreements	<p>Operating Guidelines/Terms of Engagement</p> <p>To help build trust and momentum, work group members commit to make their best efforts to:</p> <ul style="list-style-type: none"> ● Do your best to attend all scheduled meetings (hybrid option?); ● Be prepared to participate fully in the work group sessions; ● Decisions made by consensus ● Hear, engage, and represent the community ● Shared understanding that the solution will be nuanced/multi-tiered 	Add discussed comments to agreements

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		<ul style="list-style-type: none"> - Discussed adding: <i>Hold space for people who are not present – presence of mind</i>; - Discussed adding “<i>with humility</i>” after community; will further discuss in the “who is missing” part of the meeting. 	
1:25-1:40	Background	<p>What is MAPP?</p> <ul style="list-style-type: none"> - MAPP is the hosting entity of the Communication Workgroup. We’re better off if we come together and work together. - MAPP framework is a strategic planning framework. We are in the Improvement Plan phase - i.e., “What are we actually doing about the problem?” - Current MAPP Implementation Entities: Southern Kenai Peninsula Resilience Coalition, All Things Recovery. New Additions: Housing Workgroup, Communication Workgroup. <p>What work has already been done?</p> <ul style="list-style-type: none"> - Community Health Needs Assessment <ul style="list-style-type: none"> - Assessment that produced data to support 6 potential community priorities - Community meetings (10/13, 10/18, 10/27) <ul style="list-style-type: none"> - Groups of 60+ people came together to discuss CHNA data and hone in on focus areas which ended up being Housing & Communication. - Thinking/strategy behind the Communication Workgroup is that it will highlight the other 5 priorities through increased community communication - Rotary Health Fair Survey <ul style="list-style-type: none"> - Reviewed content from health fair survey; discussed this was a small slice of the community; some learned new ideas from the results. Discussed Whatsapp use in SKP; the importance of feeding the people with high exposure and reach (teachers, doctors, etc) Who are community influencers; trusted gatekeepers; ambassadors or navigators. Intentionally target those who can help ripple out. <ul style="list-style-type: none"> - Ideas – grocery stores have wide demographic; public bathrooms; 	

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1:40-2:00	Brainstorm	<ul style="list-style-type: none"> - Group voted to use “housing” as a case study for the exercise: <ul style="list-style-type: none"> - Facebook market place - FB homer comms - FB Homer apartments and rentals - Chamber luncheon - Guiding growth emails and meetings - City of Homer discussions - Realtors - Newspaper ads - Zillow, - Mail - Word of mouth - Flyers/bulletin boards - KBBI - KBBI ride line / housing line - APPS – - Driving around – signs on buildings - Zillow and other web/app/social - MLS website - Air BB/VRBO - License renewal - Annual meetings/summits - Google search - NextDoor - WHO would support communication? <ul style="list-style-type: none"> - - Who is missing? <ul style="list-style-type: none"> - Chamber, Employers, Developers, Realtors, - The person who needs to find housing - The administrators of FB groups - Landlords, property owners, property managers - Ad agencies: radio, newspaper, media - AHFC - Kenai Peninsula Housing Initiatives - Lenders 	

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		<ul style="list-style-type: none"> - Russian villages and remote areas - Senior Center - We need to actively engage and invite missing players; meet them where they are. Actively reminding the missing that we WANT their involvement; layers of word of mouth - Barriers: <ul style="list-style-type: none"> - Communication struggles both directions – ie contractor or landlord might be struggling to communicate outwards; Chamber only serves members – so there really aren't broad resources given out there, even though it is called a visitor center - Turnover and time – stuff outdates immediately - Need: <ul style="list-style-type: none"> - Controlled environment for communication to live - Possibly social media for a dialogue platform for suppliers - This is a very complex broad based societal challenge. Suggestion to get a grant and hire a consultant to strategically design a plan or solution. Anna offered some communication plan templates. 	

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2:20-2:30	Next Steps	<ul style="list-style-type: none"> - What is the right rhythm and timeline for this group in regards to meeting schedule? <ul style="list-style-type: none"> - Group agrees that Monthly meetings give time to get things done between meetings. - Hannah will send out to group as tentative date - Next Meeting: February 1st - Agenda Items for next meeting: <ul style="list-style-type: none"> - Anna will bring a communication plan template that are proven globally - Thursday Feb. 1st 9am - Possibly invite a “missing” person to the meeting – discuss over email - Will continue to discuss name of group 	<ul style="list-style-type: none"> - Next Meeting: Feb. 1st @ 9a - Anna will bring communication plans to review
	Zoom Chat	<p>08:58:57 From Hannah Gustafson to Everyone: Good morning, Jane!</p> <p>08:59:16 From Hannah Gustafson to Everyone: We are going to start shortly</p> <p>08:59:37 From Jane Dunn (she/her) to Everyone: Good morning! I'm sorry to only be "here" on Zoom. I'd love to be in there with these awesome people</p> <p>09:00:42 From Hannah Gustafson to Everyone: Good morning Asia!</p> <p>09:00:57 From Hannah Gustafson to Everyone: We will start shortly :)</p> <p>09:18:19 From Asia Freeman to Everyone: I wonder if a student at Flex might be interested to participate. I could talk to Chris Brown, Administrator about this idea.</p> <p>10:15:03 From Asia Freeman to Everyone: IDENTIFY housing resources (list them all), ALIGN around what and how we share, ADVOCATE collectively for incentives to promote housing opportunities through city gov't, non-profits and private enterprise through interpersonal contacts. Alignment is, I think, one of our biggest challenges. I think it would be valuable to seek funding for consulting/contract to model and test a method.</p> <p>10:17:08 From Jane Dunn (she/her) to Everyone:</p>	

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		<p>The wind seems to be messing with my internet. So, I am turning my camera off.</p> <p>10:17:16 From Mary Darbonne to Everyone: Reacted to "The wind seems to be..." with 👍</p> <p>10:28:45 From Jane Dunn (she/her) to Everyone: Sorry. I got a call and missed a bit.</p>	