

MAPP Communication Workgroup Meeting
Friday, May 3rd, 2024 1:00p – 2:30p
Via In-Person & Zoom

Present In-Person: Hannah, Anna, Lorne
 Present via Zoom: Mary, Rhapsody
 Notetaker: Mary

TIME	TOPIC	DISCUSSION	ACTION
1:00-1:05	Review	Review: <ul style="list-style-type: none"> - Review progress on Housing Program Analysis document - **Food Security Communication Plan Update: <ul style="list-style-type: none"> - Next phase is Audience engagement <ul style="list-style-type: none"> - Will be hosting two separate meetings <ul style="list-style-type: none"> - Focus group discussion at Food Pantry on June 3rd <ul style="list-style-type: none"> - Participants will be compensated for time (gift card) - Food Security service providers meeting 	
1:15-1:55	Program Analysis	<ul style="list-style-type: none"> - Organizational-level Audience: Industry Professionals <ul style="list-style-type: none"> - Landlords/Property Managers <ul style="list-style-type: none"> - What do we want them to do? <ul style="list-style-type: none"> - Online presence for available rentals - [Tabled this idea] Minimize total time of vacancy - [Tabled this idea - moved] Accountability mechanisms for laws/regulations - Access subsidies to Diversify occupants w/ different funding SES (socio-economic) - What are the barriers to them doing this? <ul style="list-style-type: none"> - Time, resources, - Timeframe: <ul style="list-style-type: none"> - Within the next year - Hotels/Short Term Rental Managers 	

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		<ul style="list-style-type: none"> - What do we want them to do? <ul style="list-style-type: none"> - Offer emergency/transitional housing - Reimbursement opportunities - Increased community connection - Barriers <ul style="list-style-type: none"> - Stigma/lack of trust - Not knowing about reimbursement opportunities - Timeframe: Within the next year - Employers of itinerant/seasonal/new employees <ul style="list-style-type: none"> - What do we want them to do? <ul style="list-style-type: none"> - Have a liaison for process of finding housing <ul style="list-style-type: none"> - Program strategies: <ul style="list-style-type: none"> - Elevate entities who do this already - Resource sheet for employers to give new employees - Barriers: <ul style="list-style-type: none"> - Capacity (time, resources, knowledge) - Limited housing available - Time: Within one year - ** Will come back to this document when developing communication plan** 	
	<p>Creative Brief</p>	<ul style="list-style-type: none"> - The Creative Brief is a living document that will change after audience consultations - Define the purpose <ul style="list-style-type: none"> - We want vulnerable populations looking for housing to be able to find safe, secure, and affordable housing when they need it in order to be housing secure - We want industry professionals to expand and connect community members to available housing options and increase interconnectedness between themselves and community members in order to improve housing security in SKP - Objectives <ul style="list-style-type: none"> - We want vulnerable populations looking for housing to 	

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		<ul style="list-style-type: none"> - Think: Ease of access that meets their needs - Feel: Confident, welcome, supported, excited - Do: Share their positive experience, be empowered - We want industry professionals to <ul style="list-style-type: none"> - Think: Beyond the status quo of things operate. Value interconnectedness - Feel: Proud to provide housing, Altruistic, Community-centered, empowered that work is making a difference - Do: Provide accessible and affordable services, connect w/ resources, growth mindset - Calls to Action <ul style="list-style-type: none"> - What is the basic underlying message that we want to communicate? <ul style="list-style-type: none"> - Vulnerable populations: <ul style="list-style-type: none"> - We know it's hard to find housing, but there are many resources available in our community to help you with this, and here is how you can access them. There are landlords in the community who care. - Industry Professionals: <ul style="list-style-type: none"> - You play an important role in this community and we want to make your job easier and impactful. Here are ways you can expand your offerings... - **Will start here next meeting - Creative Considerations <ul style="list-style-type: none"> - What do we have the capacity to create and what would be most impactful for each audience? - Messaging <ul style="list-style-type: none"> - Phase I: Basic awareness - Phase II: Positive image of choices - Phase III: Tailored messaging to each audience 	

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2:20-2:30	Closing & Next Meeting Date	<ul style="list-style-type: none">- Next Meeting:<ul style="list-style-type: none">- May 10th @ 1:30- Will NOT be meeting Friday, May 24th- Agenda:<ul style="list-style-type: none">- Finish Messaging section of Creative Brief- Then, will think about audience members that we'd like to consult with	
	Zoom Chat	None.	