



Butte Countywide Homeless Continuum of Care

Chronic Homelessness Committee

Thursday,

May 7, 2020

2:00 P.M. – 3:00 P.M.

Zoom Meeting: <https://zoom.us/j/5468506259>

COMMITTEE MEMBERS PRESENT:

Briana Harvey-Butterfield, DESS HH
Charles Withuhn, CHAT
Deanna Schwab, Safe Space
John Mitchell, ORM
Elisa Rawlinson, DESS HH
Kathleen Sweeney, Assistant to Tami Ritter
Leslie Johnson, CHAT

COMMITTEE MEMBERS ABSENT:

Don Taylor, DESS HH
Joey Tanson
Justin Suddeth, Behavioral Health
Nancy Morgans-Ferguson, Shalom Clinic
Sara Frohock, Behavioral Health
Staci Parisi, DESS HH
Tara Sullivan-Hames, 2-1-1 Help Central

OTHER ATTENDEES:

RECORDING:

Elisa Rawlinson, DESS HH

ORDER OF BUSINESS:

- 1. CALL TO ORDER:** The meeting was called to order by Chair John Mitchell at 2:00 P.M.
- 2. INTRODUCTIONS:** All Chronic Homelessness Members in attendance introduced themselves.
- 3. APPROVAL OF MINUTES - ACTION:** The minutes for the Chronic Homelessness Meeting for February 20, 2020, were approved with the corrections noted, Kathleen Sweeney is the Assistant to Tami Ritter and does not work for Behavioral Health.
- 4. MOTION TO VOTE ON SECOND CHAIR FOR SUBCOMMITTEE:** Motion was made by John Mitchell and seconded by Briana Harvey-Butterfield to vote on a Second Chair for the Chronic Homelessness Subcommittee. Discussion noted the subcommittee should follow the procedures and rules of other subcommittees. The Second Chair case take notes and run meetings if the Chair is unable to do so. The decision was made to submit names via email to John Mitchell, Chair of the Chronic Homelessness Subcommittee, names submitted would be voted on at the next meeting scheduled for May 21, 2020 at 2:00pm.

DISCUSSION ON HOW CHRONIC HOMELESSNESS IS DISCUSSED IN BUTTE COUNTY:

Determination was made the subcommittee needs to focus on chronic homelessness and not all homelessness in Butte County. The HUD definition was discussed and it was acknowledged the discussion in the community and the reality of chronic homelessness were different. The question was raised how to educate the community. Additionally, how to show the chronically homeless are real persons and not nameless masses. Any messaging should be solution driven and inclusive of Butte County as a whole.

The purpose of the subcommittee is to determine possible messaging and take that messaging to the Continuum of Care (CoC) who will then approve and direct any action taken.

It was also determined the message should not just focus on what will be done to help the chronically homeless community but was has already been done so the community can see that work is ongoing.

a. POSSIBLE METHODS OF MESSAGING TO THE BUTTE COUNTY COMMUNITY:

- Use the projectors obtained by Butte County. The projectors can be used by Outreach Teams to play videos about chronic homelessness in Butte County. CHAT offered use of their videos, some are not CHAT specific.
- Possibly creating videos with clients across Butte County who have been assisted by the myriad of housing programs in Butte County. Highlighting those prior client's contribution to the community since being housed (ex: volunteer work, employment, etc.)
- CoC board members and prior unhoused persons attending the City Council Meetings and Butte County Board of Supervisor Meetings to discuss what has been done, how people have been helped and what programs are coming to Butte County to help house the chronically homeless.
- Public Information strategy should be simple, like using billboards with simple messaging. Charles Withuhn offered his graphic design skills to assist in any public messaging.
- Use of the CoC website to post videos, information, public messaging. It was determined that social media was not appropriate as there is no way to respond immediately to comments, posts and misinformation. However, the CoC website was easily and quickly updated, controlled and could be listed on possible billboards as a place to obtain information on projects past, present and future.
- Using a volunteer network, as laid out in the CoC 10 year plan to end homelessness, can get the community to "by into" chronic homelessness as something that can be changed and ended.
- Should the CoC get a public information officer?

The subcommittee members were tasked with coming up with possible "catch phrases" that could be used on videos, billboards, or any other public messaging. Those phrases could be emailed to John Mitchell or brought to the next subcommittee meeting.

There was discussion that different approaches are needed for the different cities and towns in Butte County as the communities, both housed and unhoused differ significantly.

5. **ANYTHING LEFT FROM JENNIFER GRIGGS REGARDING THE CHRONIC HOMELESSNESS SUBCOMMITTEE:** Briana informed the group that there are boxes of information still at the Housing Authority. At this time they cannot be obtained by the County due to COVID-19 issues.
6. **ANNOUNCEMENTS:** The Chico ER should be publishing an editorial on Sunday, May 10, 2020 that would be of interest to the Chronic Homelessness subcommittee.
7. **NEXT MEETING:** *The next CoC Council Meeting will be on May 21, 2020 at 2:00 P.M.*
8. **ADJOURNMENT:** The meeting was adjourned at 3:03 P.M.