



Butte Countywide Homeless Continuum of Care

Chronic Homelessness Committee

Thursday, May 21, 2020 at

2:00 p.m. – 3:00 p.m.

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

COMMITTEE MEMBERS PRESENT:

Sara Frohock, Behavioral Health
Charles Withuhn, CHAT
Deanna Schwab, Safe Space
John Mitchell, ORM
Elisa Rawlinson, DESS HH
Kathleen Sweeney, Assistant to Tami Ritter
Tara Sullivan-Hames, 2-1-1 Help Central

COMMITTEE MEMBERS ABSENT:

Don Taylor, DESS HH
Briana Harvey-Butterfield, DESS HH
Joey Tanson
Justin Suddeth, Behavioral Health
Nancy Morgans-Ferguson, Shalom Clinic
Staci Parisi, DESS HH
Leslie Johnson, CHAT

OTHER ATTENDEES:

Tracy Stogsdill, 2-1-1 Help Central

RECORDING:

Elisa Rawlinson, DESS HH

ORDER OF BUSINESS:

1. **CALL TO ORDER:** The meeting was called to order by Chair John Mitchell at 2:03 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 May 7, 2020, were approved with no corrections noted.
Motion made by Katherine Sweeney.
Seconded by Charles Withuhn.
4. **VOTE HELD FOR SECOND CHAIR:** Elisa Rawlinson unanimously voted in as second chair for the Chronic Homelessness subcommittee.
5. **COMMUNICATION IDEAS REGARDING CHRONIC HOMELESSNESS IN BUTTE COUNTY:**
Ideas were presented regarding what the subcommittee would like to communicate to the community:
 - a. Highlighting Project Room Key. Be sure to spin the project so the end of it won't come across to the community as clients being "dumped" back onto the street. Or that clients were brought from out of county (which they were not) and then "dumped" on the streets of Butte County.

- i. Exit planning has been taking place. Approximately 65 clients have been identified who can afford housing with their disability or other income.
 - ii. Looking into Rapid Rehousing funding, and working with the United Way and Nother Vally Community Foundation (NVCF) for more potention funding.
 - iii. Roommate compatibility surveys have been completed.
 - iv. There is a robust plan in place, should be promoted within the community.
 - v. Because project could be ending soon, it’s important to get info out to community as soon as possible.
- b. How the Continuum of Care (CoC) has grown in the last 18months to include a huge variety of agencies who are willing and able to collobrate.
 - i. Project Room Key is a prime example of said collobration.
 - c. CoC needs to “claim” the positive aspects of its work, in order to conter detractors.
 - d. Use of friendly new persons, free radio stations, print media and billboards should/could be used. Also use of media released by the State of California can be highlighted.

John Mitchell share a major detractor of Base Camp recently declined to lead the opposition as he belives it is going into a good physical location. John believes this is due to his having conversation with the “opposition” and we can work with those opposed if we can just “bring them to the table”.

Discussion turned to what are the criterea for success for Project Room Key.

- a. Participants being released to housing, and rehabilitation centers.
- b. Highlighting how many people asked for assistance. This is contrary to the “opposition” claims that chonically homeless individuals don’t want help.
 - i. Per 2-1-1, since Project Room Key began they have had 205 unique contacts asking for assistance related to the program, and a total of 254 contact over all.
- c. Hilight the wrap around services provided for participants.
- e. Show crime has not gone up in the areas around the hotels being used.
- f. Put faces to the program, let the community see who is being helped.

Kathleen Sweeny asked on behalf of Tammy Ritter, how does the subcommittee get information out and who approves it. It was determined it will go from the subcommittee to the CoC. Information can be posted on the CoC website. Potentially a new subpage can be added for information specific to what the subcommittee would like put out to the public. Having the public routed to the CoC webpage is beneficial, no commenting like social medial, questions are routed directly to the lead CoC agency and thus to the CoC.

The subcommittee would like to have the CoC eventually have a Pulic Information officer.

- 6. HOW TO FOCUS THE MESSAGE:** It was determined the message to the community needs to be simple, who we are serving and how we are assisting. Slogans were discussed:
 - a. “It’s About Housing”

- b. “Where do I go?”
- c. “Real Solutions for Real Problems”
- d. “This is the Face of Homelessness”
- e. “This is Butte County Homelessness” or “This is Butte Homelessness”
- f. “Housed and Safe”
- g. #ButteHomeless or #ButteHomelessness
- h. Could we connect all of the tag lines for all agencies, to show the coordination between agencies.

The question regarding where the funding for any community blast of information, pamphlets, billboards, etc would come from was brought up, the CoC would need to be asked. The committee would like to “blitz” the community, but that will take strategic planning

- 7. ACTION ITEMS:** Deanna Schwab will work on getting crime stats for areas around the Project Room Key hotels, and getting more information on exit planning for participants.

John Mitchell will reach out to Don Taylor about how to get information to the community. Charles Withuin will talk to Joy Amaro regarding the city legalizing camping in approved areas, and will provide her with examples from other areas of the country that are successful.

Help Center will work on compiling all of the CoC participating agency slogans.

Look into sending a “survey monkey” to all CoC email recipients to see which slogan they like the best, or see if they have slogans to submit.

- 8. ANNOUNCEMENTS:** None were shared.

- 9. NEXT MEETING:** *The next CoC Council Meeting will be on June 4, 2020 at 2:00 P.M., it will be held via Zoom.*

- 10. ADJOURNMENT:** The meeting was adjourned at 3:17 P.M.