

Town Halls Subcommittee Meeting

8/5/20

- Present
 - Karen Anderson-Scott
 - Franklyn Baker
 - Reena Shah
 - Brian Frazee
 - Chi Song
 - Chijioke Akamigbo
 - Michele Honick
 - Roberta Gill
 - Talley Kovacs
 - Tamar Sarnoff
 - Michael Summers
 - Cynthia Terry
 - Joan Bellistri
 - Todd Yeary
- Subcommittees
 - Things are beginning to get in motion
 - Please sign up for a subcommittee
 - Don't need to work on more than one
 - Strategy and marketing
 - How to target, where to go, etc.
 - Food giveaways
 - Cynthia Terry and Karen have discussed using First BAptist Church to spread materials
 - Town Halls
 - Tamar helping to connect us with state and local library systems
 - Use town halls - hybrid model
 - Disseminate info
 - Gather info to listen to what they
 - Should probably do something sooner because moratoria on evictions is getting ready to expire
 - Sent email to housing co-chairs
 - Would like to hold event (Aug. 17th) sooner rather than later
 - Facebook live, youtube, etc.
 - Not much time to market and promote
 - This would essentially be a pilot
 - Logistics - from housing

- What experts do they want on?
 - Where is it promoted?
- One-pager
 - Finalized, taking it to policy and equity
- General problems with understanding civil justice system
 - Unfamiliar with process
 - Unfamiliar with rights in civil v. criminal
 - Inability to access resources, etc.
 - Both this and our marketing guide are for us to be on the same page regarding our interpretation of the problems
- Associated costs
 - Billboards
 - Interpreter
 - We should start with ballpark and go from there
 - Helpful to have some specifics
 - Billboards, MTA, mailings
 - Can we propose upstart costs vs. total funding
 - Looking to make request based on CARES Act
 - What if we incur costs prior to finding funding
 - Strategy should be to use networks with minimal costs
 - Tech may be a bit easier
 - Printing will be costly
 - Mailing, etc.
 - 3 paths
 - Free
 - Minimal costs
 - Max spending
 - Letter to aggregator faith/etc. Groups to multiply influence
 - How to reach out to as broad a group as possible
 - Rev. Terry - in collaboration with hundreds of churches
 - Letter from people with relationships is better
 - Send something on behalf of church
 - Collaborate however they can
 - Contact others with distribution networks
- We need to put pressure on governor and chief judge
 - No response to letters from last week
 - Need to leverage members on task force and members of committees so they can improve their personal interests in the work
 - Anything we put out has to address the needs/concerns of both sides

- Landlords and tenants
 - Collect stories on ground
 - Build social media
 - Things should be created to go out in tandem with social media
- Questions/comments/suggestions