

February 4, 2008
2:30 -4:00 pm
Pitt County Development Services Conference Room

PI/A Members

Ruth Peebles-Journey Home Project Director and PI/A Chair; Jennifer Holtz-Community Representative; Marilyn Williams-United Way Executive Director, James Rhodes-Pitt County Planning Director; Lynette Taylor-WITN TV Anchor; Kiara Jones-Pitt County Public Information Office; Commissioner Melvin McLawhorn—Pitt County Board of Commissioners; Georgia Claxton—East Carolina Behavioral Health.

Members Present: Ruth, James, Marilyn, Kiara, Georgia

BRTF Kickoff Review

Members discussed possible ways to use recorded footage from the January 10th BRTF Kickoff Day activities, including the one-on-one interviews, Breakfast and meetings, and evening event. Ideas included:

- 1 still shots for use in publications and on website
- 2 pull quotes (written) for publications and website
- 3 sound bytes for PSAs and other electronic formats
- 4 edit segments to run on local public cable channel outlets, Pitt TV, GPAT, GTV Cable 7, etc.

Kiara is preparing a DVD with all footage for PI/A members to review.

Website

The website has been organized into sections by BRTF Subcommittee for posting related documents and links. Things are getting updated and posted as they are produced and submitted (thanks Tracy Cash!) An Introduction letter from the Co-Chairs is to be drafted and incorporated on the site as well. All PI/A members are encouraged to review the website regularly and let Ruth know of any suggestions for modifications. Kiara said she is also preparing a Journey Home feature for the County's website front page.

All partner agencies have been hyperlinked to their agency websites from the Journey Home Partners webpage. Likewise, all partner agencies are encouraged to include links on their websites to Journey Home at <http://www.pittcountync.gov/depts/planning/homelessness/>, as well as to include the link in e-newsletters and other appropriate publications or materials.

Public Forums

Timeline for Implementation

Members agreed that the project needs more time to prepare and give adequate notice about the Public Forums. There was consensus around moving the dates out to March 18, April 1, 15, and 29 pending confirmation of topics, speakers, and locations for each date. Target date for those details to be confirmed is February 21 so "Save the Date" notices can be distributed with approximately one month's lead time. Group noted the importance of consulting community calendars to avoid any conflict that could significantly impact attendance.

PR Strategies

- 1 Media outlets
 - o Letters to the Editor (week prior to first forum)
 - o Press Releases (one week prior to event)
 - o City / County weekly pages in Daily Reflector
 - o Interactive feature on website to submit questions/concerns
 - o Service Club/Organizations
 - o ECU and PCC community/publications
 - o Electronic Community Bulletin Boards
 - o NPR Calendar
 - o Faith Community/Ministerial Alliance

- o Town & Gown Meeting
 - o University Health Systems (PCMH and Brody SOM) internal communications
 - o Ask all BRTF subcommittees for suggestions not already listed
 - o Challenge all BRTF members to personally get at least one person to attend each forum
- 2 Target Audiences
- o Business Roundtable – Susanne Sartelle and Wanda Yuhas
 - o Hispanic community – coordinate separate focus group through Catholic Charity/Ministries
- 3 Logistics
- o Volunteers to transcribe
 - o Transportation via PATS
 - o Childcare on site
 - o Refreshments
 - o Agenda - 6:30-8:30
 - Welcome & Comfort Agreement – 5 minutes
 - Topic Overview by Speaker - 25 minutes
 - Breakout groups to respond to prepared questions – 45 minutes
 - Report out by spokesperson for each breakout group - 30 minutes
 - Wrap up - 15 minutes

Tasks & Action Steps

Kiara

- 1 Get DVD together for review at next PI/A meeting
- 2 Place Journey Home feature on County website front page

James

- 1 Contact Steve Hawley, City of Greenville, to become involved with PI/A Subcommittee
- 2 Staff to check community calendars and call to reserve locations
- 3 Reserve room for next meeting

Ruth

- 1 Meet with co-chairs to develop web letter of intro
- 2 Contact Cathy Castillo re Hispanic Focus group
- 3 Create timeline for coordinating forums
- 4 Request an interactive feature be developed for website for questions/concerns regarding forum topics
- 5 Communicate with partner agencies or their designees regarding links to Journey Home website and publicizing link

All PI/A Members

- 1 Review website periodically; submit suggestions to Ruth

Next Meeting

Wednesday, February 20, 9:00 am, Development Services Conference Room

Recorded by Georgia Claxton