**MUSKEGON COUNTY HOMELESS CONTINUUM OF CARE NETWORK**

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**Outreach Committee**

**November 13, 2023**

***1:00PM – 2:00PM***

**United Way of the Lakeshore**

**31 E Clay Ave. Muskegon MI, 49442**

**Meeting Minutes:**

**Attendance**

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| --- | --- | --- | --- |
| Name: | Present: | Name: | Present: |
| Alicia Cox, VA | X | Stephen Thiele, Red Project | X |
| Jasmine Young, VA | X | Diolinda Sali, HMIS Admin | X |
| Madison Butler, CenC |  | Angie Mayeaux, MHC |  |
| Brandon Baskin, HW | X | Lisa Reinecke, True North |  |
| Bridget Larson, SA |  | Josh Rubaker, True North |  |
| Sharonda Carson, City of Muskegon |  | Kesha Sanders, True North | X |
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1. Call to Order- 1:07
2. Welcome & Introductions -Introductions were made.
3. Meeting Minutes October 9th, 2023 – Motion made by Alicia, seconded by Brandon Baskin.
4. Homelessness Awareness Month- Kesha Sanders from True North shared that True North has officially placed hygiene boxes out at the local libraries in Muskegon. There is also a box at United Way of the Lakeshore and Getty Street Grill currently. Stephen Thiele from the Red Project said he would also like one at his place of business to support their initiative for Homeless Awareness Month. Additionally, True North has been doing Wear Purple Wednesdays also in support of Homeless Awareness Month, they have been advertising on their Facebook page and encourage others to wear purple on Wednesday and then post on Facebook or other social media with the #wearpurplewednesday or #homelessawarenessmonth.
5. Outreach Events- It has been suggested by Alicia Cox that as we prepare for next year's outreach events, the CoC can host something in the springtime, when the weather is nicer to do more outreach in the community. An event where there is food available and more items the homeless community could use. Diolinda Sali also suggests potentially doing some kind of food drive for non-perishables so people can leave with more items than just hygiene items. They then discussed the best location for such an event that could support a large amount of people much like the Veteran Standdown. Suggests of the Community Resource Center and Hackley park potentially for the event. They also discussed restaurant locations that could support the event, like Morat’s Bakery or The Culinary Institute. There are plans to reach out to the Salvation Army to see if The Outreach Committee can use their big boxes from Toys for Tots that usually get put out during the Holiday Season. The committee plans to do this in the new year when the boxes will no longer be in use.
6. Target Mapping/Homeless Locations- Alicia asked if we still had the map information from the previously that was used to indicate the locations of homeless individuals in Muskegon County. Diolinda Sali pulled up the map and confirmed the information was still there, but the map has not been updated since the last PIT (Point In Time) event. Attendees of the meeting will be sending Diolinda Sali any new locations that have been located to have been added to the map in preparation for the new year and the next PIT event. Stephen Thiele mentioned that he knows of individuals who he has assisted at the Red Project that would be interested in participating in the PIT event and they would have information on where to find additional homeless individuals. Diolinda Sali also mentioned that that person with lived experience would be interested in sitting on the Steering committee because elections are coming up in January and the spot will be open for re-election.

* Additionally, the small committee of individuals from the outreach committee will be made up of people from True North, The Red Project, and the VA so far that will be prepared to do monthly outings into the community. This was the idea of Lisa Reinecke from True North, she could not attend this meeting due to being sick currently. Diolinda Sali will send an email out to Lisa and Stephen to begin planning for this initiative.

1. Other business-Diolinda Sali mentioned that she has worked on a Outreach Strategy workbook to present at the next Outreach Committee Meeting. This workbook will be used for committee members to brainstorm new strategies for the new year. The previous outreach strategy is outdated and needs new ideas to fit in with how the community and resources have changed over the past couple of years.
2. Adjourn-2:02pm