Community Education Subcommittee Meeting Notes
January 12, 2006

Introductions of the seven attendees were made.

Susan Price gave an overview of other 10-year plans nationwide and noted that the purpose of the plan is to end homelessness, not to manage it. She also said we need to look at broader issues that plan into homelessness.

She then gave an overview of the local process including the nine Focus Group meetings. She discussed the subcommittee process and explained how the information from the subcommittees and focus groups will be compiled into a draft and presented to the community again for feedback and criticism. This information will then be presented to the Steering Committee who will prepare a final draft for the Mayor and City Council.

A discussion arose as to whether or not Education Subcommittee members would actually be speaking to the public about the 10-Year Plan. Professional speakers were suggested as well as including the Convention and Visitors Bureau to help with marketing.

Kurt prepared a summary of the meeting as follows:

Community Education Subcommittee Summary January 12, 2005				
Process	**Tools**	**Techniques**	**Stakeholders**	**Goals**
• Education • Speakers • Volunteerism	• Homeless Speakers • Population Growth Stats • Professionals	• Billboards • Channel 8 • Conferences • Forums • Mailers • Speakers • "What's in it for You"	• Convention and Visitors Bureau • Developers • Employers • ESL Citizens • Homeless • Homeowners	• Address NIMBY • Common Cause • Get message out • Money Savings • Resource Development

A further discussion of goals included giving people information so they can decide whether or not they want to be involved and lend their expertise. Also to bring in people with marketing background to evaluate our information as to what is most effective and then develop and deliver a message.

Susan Price suggested a woman she knows in Community Development, Cassie Perez-Harmison, who had started a project giving disposable cameras to homeless people to document their lives.

It was noted that the City of Long Beach is not alone in the effort to develop a 10-Year Plan, that many other cities are involved and we could get ideas from their plans.

The meeting was adjourned.