

MINUTES OF JANUARY 5, 2021

**MID-WILLAMETTE VALLEY HOMELESS ALLIANCE
EXECUTIVE COMMITTEE
AND
ORS 190 ENTITY LEADERSHIP**

Videoconference Via Zoom

MEMBERS PRESENT

CHAIR: Mayor Cathy Clark, City of Keizer

VICE CHAIR: Council President Chris Hoy, City of Salem

Commissioner Lyle Mordhorst, Polk County

Leilani Slama, Vice President, Community Engagement, Salem Health

Commissioner Colm Willis, Marion County

Rhonda Wolf, CEO, United Way of the Mid-Willamette Valley

MEMBERS ABSENT

None

OTHERS PRESENT

Jan Calvin, MWVHA Consultant

Janet Carlson, MWVHA Consultant

Emily DuPlessis-Enders, Public Information Officer, City of Salem

Michael Livingston, CAN-DO

Carla Munns, MWVHA Consultant

Kim Parker-Llerenas, Executive Director, Mid-Valley Jobs Council; Co-Chair, Collaborative Committee

Councilor Laura Reid, City of Keizer

Denise VanDyke Admin. Specialist II, MWVCOG

CALL TO ORDER & INTRODUCTIONS

Mayor Clark called the meeting to order at 12:01 p.m. The presence of a quorum was noted.

Introductions were made. Keizer City Councilor Laura Reid was introduced by Mayor Clark. Councilor Reid will be sitting in on Alliance meetings, and may serve as an alternate, if needed.

MINUTES OF DECEMBER 1, 2020

MOTION: By Commissioner Mordhorst, **SECONDED** by Councilor Hoy, to **APPROVE THE MINUTES OF DECEMBER 1, 2020, AS PRESENTED.**

Motion carried.

IN FAVOR: Clark, Hoy, Mordhorst, Slama, Willis, Wolf. **OPPOSED:** None. **ABSTAINED:** None.

COMMUNICATIONS PROJECT

Ms. Carlson introduced Emily Duplessis-Enders, who works as the Public Information Officer in the Salem City Manager's office. Councilor Hoy has arranged for Ms. Duplessis-Enders to have time to assist with Alliance communications, along with Elizabeth Schrader from the United Way, and some of the board members who are present today. A workgroup has been developing a logo and other materials to be used for Alliance marketing and identification purposes. The options have been narrowed down to a few

designs. Ms. Duplessis-Enders explained that, while she is relatively new to the City of Salem, she has fifteen years' experience in the field. She used her experience to help design the proposed logo and color schemes for the organization. This is the first stage of creating a brand structure. Having taken the existing imagery, she has simplified and modernized it. She showed variants of the logo with and without the copy (wording). The font is Montserrat, which is easy to find and to read. In a collage of logos used by organizations working with homelessness around the country, this logo compares well and is somewhat more modern looking than most. Discussion ensued, including the possibility of other color combinations, the use of a border so the image doesn't blend into the background, and a shorter version of the tagline. Black is an easy color to use and read and is cost efficient for printing. "End and prevent homelessness" would be a good, abbreviated tagline, but participants concurred that the full tagline and organization name is needed until a certain level of recognition has been established. Committee members agreed by consensus on a proposed logo and tagline for presentation to the full board.

JANUARY JOINT BOARD MEETING AGENDA

Ms. Carlson reviewed the draft agenda.

- The consent agenda was discussed. The Money Map is being finalized. There is a new committee appointment. No items were proposed to be pulled from the consent agenda.
- Under ORS 190 Entity business, the Oregon Housing & Community Services agreement is no longer tentative. The proposed revision to the letters of support policy is based on previous discussion relating to when the chair can provide a letter of support in emergency circumstances.
- The Emergency Solutions (ESG-CV) collaborative grant application will be presented. A two-page overview has been included. How much detail should be included about the application? There will be a little more than \$5.5 million involved. Community Action will lend its expertise in some areas. This process allowed the Performance and Evaluation Committee to see what the process of evaluating applications would be, providing a good trial run.
- There will be no NOFA for 2020. Staff hopes to secure a HUD planning grant and are in talks with HUD regional staff about how to best go about that. For most Continuums of Care, there is just a continuation of their previous contracts. However, the Marion-Polk CoC is new and needs to establish a contract with HUD. Ms. Calvin will provide information on our current standing. HUD contracts directly with local service providers when awarding Continuum of Care Program dollars, until the Marion-Polk Continuum of Care has successfully applied to become a Unified Funding Agency.
- Point-in-Time Count – Ms. Munns will be giving an update at the board meeting. The PIT Count Workgroup is meeting weekly until the event. Workers will be using an electronic app for the count, and organizers are discouraging the use of paper. Volunteer sign-up links are live on the webpage. Due to the unusual conditions, there is an extended time period this year. Associated events are not confirmed at this time and will need to conform to COVID restrictions. HUD is requiring only shelter counts and offering the opportunity for waivers to conduct the unsheltered count. However, our community opted to conduct unsheltered counting, as well. Ms. Carlson is planning to send out a PIT Count specific newsletter soon.
- Measures of Progress – the Performance & Evaluation Committee is reviewing system performance measures. Increased use of the Homeless Management Information System (HMIS) by providers of housing and homeless services in the region will skew some data. Ms. Munns will present available data to the board.

Mayor Clark asked Councilor Hoy to bring information on the situation at Cascade Gateway Park to the board meeting. People have seen information in the newspaper and want to help those displaced by flooding. Councilor Hoy or city staff will provide an update. The City Manager has been charged with finding a solution. Flooding is also occurring at Wallace Marine Park. Ms. Calvin mentioned that about fifty people were provided motel rooms due to rising water, thanks to available funding.

MOTION: By Councilor Hoy, **SECONDED** by Ms. Wolf, to **APPROVE THE AGENDA FOR JANUARY 14, 2021, AS PRESENTED.**

Motion carried.

IN FAVOR: Clark, Hoy, Mordhorst, Slama, Willis, Wolf. **OPPOSED:** None. **ABSTAINED:** None.

COMMITTEE CHAIR BUSINESS

Ms. Parker-Llerenas reported that some Collaborative Committee subcommittees are up and running, and others are in development.

Ms. Munns announced that the Youth and Young Adult Subcommittee is now an official subcommittee of the Collaborative Committee.

OTHER BUSINESS

Commissioner Mordhorst asked if there were any thoughts on creating a rural subcommittee? Ms. Calvin replied that staff is looking at this topic for future agendas, and rural homelessness will be a topic at the CoC Summit. There was general agreement that this is an important topic, as demonstrated by the wildfires.

The next Joint Board of Directors Meeting is scheduled for January 14, 2021 at 3:00 p.m.

ADJOURNMENT

Hearing no further business, Chair Clark adjourned the meeting at 1:03 p.m.

Janet Carlson, MWVHA Consultant