

# Atlanta Continuum of Care Governing Council (GC)

January 19, 2017

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## Meeting Minutes

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### Members Present

Tom Andrews	Jack Hardin	Phillip Hunter	Dana Johnson
Monica Johnson	Rev. Connie Lee	Cathryn Marchman	Kathy Palumbo
Ed Powers	A. J. Robinson	Tracey Scott	Joyce Sheperd
Jennifer Turner-Reid			

### Members Absent

Kim Anderson	Carmen Chubb	Joan Garner	Terri Lee
Cleta Winslow			

### Guests Present

Kristen Wilson	Janice Wallace	Amy Zaremba	Ashlee Starr
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### Call to Order, Welcome and Roll-Call, Introduction & Minute Review: Tom Andrews

- The Atlanta Continuum of Care Governing Council was called to order at 1:10 p.m. with a roll call.
- **The 11/9/16 Atlanta Continuum of Care Governing Council meeting minutes were unanimously approved.**

### NOFA Update 2016/2017: Amy Zaremba

The Atlanta CoC was awarded \$6.9 million for the 2016 HUD CoC NOFA, an increase of \$265,865 from 2015. Three new projects were funded – a Coordinated Entry project (\$140K) and two new Rapid Rehousing projects, including a collaborative youth bonus project. As the lowest ranking renewal project, one Covenant House project did not receive funding based on performance. Communication with this agency about rehousing current residents and securing other resources to refund the project took place. In preparation for the 2017 HUD NOFA, planning is underway to strengthen the CoC portfolio, which includes the creation of ongoing performance and compliance monitoring. Strategies to strengthen the CoC application for funding and the overall housing portfolio are being developed, as well as a means of addressing ongoing concerns over different types of rental assistance. Since transitional housing ended, assistance has been harder for providers and it will be essential to remove barriers to ensure success.

The Atlanta CoC also prepared an application for the Homeless Youth Demonstration Project, but was not eligible due to a delay in a required registration number being updated.

### 2016 Goal Review: Cathryn Marchman

Accomplishments relative to the 2016 Governing Council for the Atlanta Homeless Continuum of Care Goals were reviewed.

1. Successfully met HUD requirements and maximized HUD funding: This goal was met to the extent possible.
2. Continued implementation and full execution of Coordinated Entry: Coordinated entry was expanded from mobile to one full-time FTE through \$145K in private funds. Plans are in place to expand to 2 full-time employees.
3. Initiate development and implementation of System Performance Measures: A baseline for performance measures has been submitted to HUD as part of the NOFA process. Work is ongoing to implement a monitoring structure.
4. Complete Strategic Plan: The strategic plan will be finalized by the middle of February, 2017.
5. Demonstrate effective leadership in community.
  - a. Engage in HIV crisis: Not fully engaged

Prepared by: Janice Wallace

- b. Engage in Unaccompanied youth: The Youth Committee has set strategic goals and are working toward the creation of a universal system for youth. Efforts are also moving forward to engage new providers.
- c. End Veterans homelessness: Report submitted for federal review before Christmas. Still awaiting response. Plans are being formulated for potential loss of grant funding.
- d. Engage and coordinate work with other CoC's in the metro-Atlanta area: Some work with DeKalb and Fulton county CoC's has occurred through isolated incidents, but are not ongoing. Each CoC has a different set of needs based on geography.

This year's accomplishments will be memorialized for distribution to constituents and involved parties as needed.

### **Strategic Planning Update and Review: Cathryn Marchman**

Development of the strategic plan has been underway for the past year through comprehensive review. A final draft will be sent electronically for consideration and input before finalizing. Important items to be included are racial disparities and addressing social issues by considering the history of racism and how it correlates with homelessness. A steering committee will be formed to guide the strategic planning process and ensure goals are met. Recommendations for membership were requested.

### **Committee Reports:**

#### **1. Youth Committee: Tracey Scott**

Cathryn Marchman was thanked for her leadership. The Committee is actively working.

#### **2. HMIS Committee: Ed Powers**

The first phase of Client Track migration was completed successfully. Several issues have been detected for the second wave. Implementation will be extended for a month.

#### **3. Faith Committee: Ashlee Starr**

The Faith Committee has met and planned a March 9 Forum and will discuss *Reimagining Homelessness in Atlanta: How faith communities can collaborate with the homeless continuum of care to make homelessness rare and brief*. The committee presently has representation from downtown churches, but plans through this forum are to strategically align with a more diverse representation of faith groups with an end goal to get results.

#### **4. Performance Committee: Cathryn Marchman**

This committee has not yet met, but a membership team is being formed to prepare for the CABHI grant. Volunteers for this committee were requested.

#### **5. Veterans Committee: Jenifer Turner-Reid**

One hundred percent of the HUD-VASH vouchers will be issued by the end of Jan. GDP Providers must reapply for their grant. The grants are due by the end of April. They will have to apply for a specific population to serve, which is the following: Hospital to Home, Bridge Housing, Low Demand, Clinical Treatment, and Service-Intensive Transitional Housing.

### **Partners for Home: Cathryn Marchman**

- **Board Chair Update:** The search for a new chair of Partners for Home has been ongoing since Peter Aman's resignation. It was announced that Marc Pollack is considering this position. Mr. Pollack is Chairman and co-founder of Pollack Shore, a prominent real estate investment company.
- **Branding & Messaging Review:** Development of a brand platform for Partners for Home has proceeded over the past year, first by deciding what a brand should be and then by fitting it appropriately to the organization. A brand should be the entire experience your target audiences have with your organization when they engage with you; it is living and breathing and creates an emotional connection that translates into awareness and loyalty. The new Brand will be the guiding points for how Partners for HOME delivers its communications and services. When considering competitors for Partners, it is important to recognize that many competitors are also partners which is typical in the collaborative nonprofit sector. After considering the many aspects of brand and messaging development, it was determined that Partners' brand position is: ***a beacon of light and leadership creating an attainable path to end homelessness***. Attributes of the brand were reviewed. The key message is that Partners for HOME is creating an attainable and collaborative path to making homelessness in Atlanta rare and brief. Target audiences, key messages

and marketing goals were outlined. Discussion regarding associations with the City of Atlanta and the mayor as well as developing meaningful relationships otherwise to ensure the services and accomplishments of HOME are understood and called on to move forward. It was suggested that developing the list of accomplishments, discussed earlier, would serve as an excellent marketing tool in this regard.

**2017 PIT Reminder: Cathryn Marchman**

The final 2016 Homeless Point-in-Time Count report was provided. There will be a press release on 20<sup>th</sup> announcing the report right before the 2017 PIT takes place. All volunteer positions have been filled for this year's count. Mayor Kaseem Reed will participate.

**Adjournment: Tom Andrews**

There being no further business, the meeting adjourned at 2:50 p.m.

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