

SALISBURY AFFORDABLE HOUSING COMMITTEE

SUB-COMMITTEE: COMMUNITY SUPPORT FOR AFFORDABLE HOUSING

SPECIAL MEETING

OCTOBER 7, 2021- 7:00PM

1. Call to Order. Present: Jennifer Kronholm Clark, Pom Shillingford and Tiffany Riva.
2. Agenda: Explore opportunities to promote affordable housing in Salisbury.

The discussion began with J. Kronholm Clark asking about the issues to deal with. P. Shillingford suggested deciding what they are trying to achieve – being a resource for information, attracting support and converting the opposition. J. Kronholm Clark mentioned a grass-roots type ad campaign for Affordable Housing (AH) to keep it vibrant and keep the momentum going. She suggested a general campaign featuring the benefits of AH. T. Riva liked the idea of having a face in the ad, so it would be friendlier, not just financial. P. Shillingford asked what the best media is now to promote AH. T. Riva suggested using as many different types as possible, especially social media. J. Kronholm Clark suggested putting together all of their ideas for an ad campaign, including a mailing, in a proposal to take to the Board of Selectmen. Facebook is not necessarily the best option.

There was a lengthy discussion about the next topic, the Salisbury town website:

<https://www.salisburyct.us/boards-commissions-committees/affordable-housing/>. There were several suggestions about making user-friendly changes to the information visible on the SAHC page, including the hyperlinks. J. Kronholm Clark pointed out that the intent is to drive people to the newer website: <https://www.salisburycthousing.org/> for general information about all three housing groups. However, all three members seemed to agree that the newer site needs to be put together differently, emphasizing: 1) Help for those who are actively seeking housing and 2) Direction for those seeking information about different types of housing and organizations. There was discussion about perhaps adding other links on the main page, such as Social Services, CREM, and Leo Gafney for the Housing Trust. Jocelyn Ayer will be contacted about additional resources that she would recommend. P. Shillingford will work on an outline of possible changes to the newer webpage for the group.

Regarding a media campaign proposal, P. Shillingford asked if it should be timed to link to specific events; she also suggested having the short AH film prominently featured on the webpage. T. Riva suggested having photos of real Salisbury AH that would more be more engaging than just text. The timing for a campaign will be discussed further. J. Kronholm Clark indicated that the 2 items to focus on are getting the website squared away and envisioning an “AH is good” campaign. For next steps, P. Shillingford is going to put together an outline with a vision of re-organizing what is on the current website. J. Kronholm Clark will reach out to Jocelyn

Ayer about best resources for urgent housing needs and technical questions about the website. P. Shillingford will look at different media options and find out the costs for doing a mailing; she will ask Stacey Moore, Moor and Moore Printing, about the cost of graphic design services also. J. Kronholm Clark will get the rate card from the Lakeville Journal. The 2 projects will be discussed at the next SAHC meeting on October 20, 2021. This Sub-Committee will meet again on Thursday, October 28, 2021 at 7:00pm.

The meeting was adjourned at 7:58pm.