

## SALISBURY AFFORDABLE HOUSING COMMISSION

SUB-COMMITTEE: Community support for Affordable Housing

Special Meeting – November 4, 2021 – 7:00pm (Via Zoom)

1. Call to Order (7:03pm). Members present: Jennifer Kronholm Clark, Pom Shillingford and Tiffany Riva. Attending: Jocelyn Ayer, Salisbury Housing Committee.
2. Agenda: Explore opportunities to promote Affordable Housing (AH) in Salisbury.  
P. Shillingford talked about some proposed changes to the website: <https://www.salisburycythousing.org/>. Suggested changes may include: newly positioned items on the main home page; additional information, such as AH 101/questions/answers; an embedded video; and click-thru links to reports/resources. J. Ayer offered that the existing site could be modified by simplifying some of the information presented. She expressed that most users of the site would be interested in supporting AH efforts and that should be a prominent feature on the page; not all of the information on the Town webpage needs to go on this website. J. Kronholm Clark asked J. Ayer to get a quote on the cost of making the technical design changes to the site; there is more work to do on making some of the content changes. J. Ayer suggested looking at the FAQ's on the regional housing website: [www.nwcthousing.org](http://www.nwcthousing.org). She is also hoping to have some new messaging out soon to help with awareness and build support for AH, including more getting more people involved in the local efforts. Different ways to ask for and accept donations will be explored. There was a brief discussion about possibly updating the 2018 Affordable Housing Plan. Other ways of frequently reaching out with reminders about AH were mentioned, such as social media and the Town email newsletter. P. Shillingford will continue to work on the AH 101 Q&A's. J. Kronholm Clark will work on embedding the video on the website. The next meeting of this Sub-committee will be on Thursday, December 2, 2021 at 7:00pm.
3. The meeting was adjourned at 7:40pm.

