

SAHC SUBCOMMITTEE FOR COMMUNITY ENGAGEMENT

SPECIAL MEETING

MAY 10, 2022 – 11:00AM

The meeting was opened by Lee Sullivan. Present: Jon Higgins, Katie White and Georgia Petry, SAHC Coordinator.

L. Sullivan explained that this meeting was to discuss the Request for Proposals for consulting services that would allow reaching the community in more profound ways. The Town format for RFPs will be followed. Some information that Jennifer Kronholm Clark had provided may be used, as well as some additional ideas that K. White has come up with. She suggested having a general strategy for the need to raise awareness about Affordable Housing and having a broader communication strategy to go about outreach. To reach different segments of the community, the messaging can be focused on specific groups, using existing tools as a baseline and others as well. K. White will take the lead and come up with a draft for the subcommittee to review. J. Higgins suggested that RFP is a narrative description of what they want to achieve, specific to their needs at this point. L. Sullivan suggested that the basics be defined, but also to include the scope of the expectation of hours and specifics about the frequency of tasks. K. White agreed and suggested that Phase 1 should be the communications strategy; Phase 2 tasks could be done either by the paid consultant or by SAHC volunteers. Since it is a about a 6-month project, K. White suggested including some time constraints, such as the number of hours for Phase 1 and then Part 2, on an on-going basis. L. Sullivan wants to ask for the consultant's hourly rate so that they can determine how long to continue past Phase 1, based on performance. Phase 2 can be re-evaluated, if necessary. K. White will write the draft for the members to review. The subcommittee will update the SAHC at the next meeting on May 19th.

The meeting was concluded by L. Sullivan.