

SALISBURY AFFORDABLE HOUSING

SPECIAL SUB-COMMITTEE MEETING

AUGUST 31, 2022 – 6:00PM (VIA ZOOM)

Sub-Committee: Community Support for Affordable Housing

Call to Order. Present: Lee Sullivan, Jon Higgins, Katie White, Jennifer Kronholm Clark and Hannah Poulter (Communications Consultant).

Subjects discussed included:

- Desired media platforms: Website with graphics, email, Facebook, Instagram, Salisbury newsletter, possible exhibit at the Salisbury Association.
- Communication plan/ roadmap
- Strategic timetable for outreach
- Project-specific planning
- Developing an over-reaching “brand” strategy
- Clarifying the purpose of the SAHC
- Building a sign-up link on the Salisbury newsletter for the SAHC, so people can opt-in to receive email
- Use of “Mail Chimp” for contacts; develop content of first message
- Update website: www.salisburycthousing.org, including a sign-up link
- Tri-State Chamber of Commerce – possible link on their newsletter
- Preparation for Fall Festival, including a table set-up with posters and a QR code for email sign-ups
- Graphics and information to be used for posters
- Schedule 2 additional Sub-Committee meetings: September 21 and October 5 at 6:00pm.

Adjournment. So Moved by L. Sullivan, seconded by K. White and unanimously **Approved**. The meeting adjourned at 7:04pm.