

SALISBURY AFFORDABLE HOUSING COMMISSION

SPECIAL MEETING

OCTOBER 5, 2022 – 6:00PM (VIA ZOOM)

Sub-committee – Community Support for Affordable Housing

Topic: Communications Plan / Strategy for Community Engagement

Present: Jon Higgins, Lee Sullivan, Jennifer Kronholm Clark, Katie White and Hannah Pouler (Communications Consultant).

The Sub-committee reviewed final preparations for the Fall Festival event, including having a new QR code available for display at the SAHC table. L. Sullivan will send email to SAHC, Housing Committee and Housing Trust members to encourage their participation. J. Kronholm Clark is putting updated data on the website: <https://www.salisburycthousing.org/>

K. White and H. Pouler are working on a new messaging statement which will be used for the website, new email subscriber list, Facebook and other sites. More information about future events will go on Facebook also, with Zoom links.

The SAHC meeting in November will feature a special presentation on “Sustainability.” The Agenda, with the Zoom link, will be posted on the Town website/SAHC page: <https://www.salisburyct.us/boards-commissions-committees/affordable-housing/>

In addition, the November meeting information/Zoom link will be sent out to the email list and put on Facebook. The new email list will consist of people who sign up for it and from others who opt-in from the current list.

The next meeting of the Sub-committee will be on Monday, October 17, 2022 at 6:00pm.