

SALISBURY AFFORDABLE HOUSING COMMISSION

SUBCOMMITTEE SPECIAL MEETING

JANUARY 12, 2023 – 5:30PM (VIA ZOOM)

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

2. The Subcommittee discussed the communications plan and strategies for community engagement. H. Pouler had prepared 2 documents for the members: a Communications Plan to deal with community events, including a timeline, and a FAQ list which had been updated. The email and Facebook templates were discussed, as well as the purpose of the emails. The Communications Plan outlines situational communications, such as public hearings, and regular communications. The contents of the newsletters will now be a separate item on the regular meeting agendas. The newsletters will include upcoming events, programed editorial sections, updates from the Housing Committee and Housing Trust, as well as ideas and suggestions from the readers. The topic of fundraising will be discussed at regular SAHC meetings. J. Higgins mentioned that the Tri-State Chamber of Commerce is receptive to distributing information to their membership; anything that the SAHC discusses that would be appropriate to the different local businesses to remind them that building affordable housing supports them.
FAQs include: AH Basics; Existing AH; Developing AH; Qualifications and Application Process; Living in an AH Rental Property. H. Pouler will edit the list and send it around for comments. J. Kronholm Clark indicated that it was OK to start adding material to the website:
<https://www.salisburycyhousing.org/>

3. The meeting was adjourned by J. Kronholm Clark at 6:42pm.