



Community Engagement Working Group Report to the Board March 2022

Working Group: Coordinated Engagement Working Group (CEWG)

Chair: Catrina Grigsby-Thedford, Nevada Homeless Alliance (NHA); **Co-Chair:** Amanda Lakin, Nevada Housing Coalition (NHC)

Meeting date, time, and location: March 8, 2022, 8-9am; March 22, 2022 8-9am

Purpose

The Community Engagement Working Group (CEWG) is charged with leading efforts as it relates to coordinated messaging, media, outreach, inventory of community partners, public service announcements, educational materials, and Website content for the Southern NV Homelessness Continuum of Care. The CEWG will coordinate with other working groups to share information for effective implementation of CEWG strategies. The group has been primarily working on Operation HOME! communications recently but will be working on other initiatives and opportunities to engage the community.

Attendees: CCSS: Mary Duff, Shylo Endris, Catherine Huang, Linda Godoy, Michelle Fuller-Hallauer; NHA: Catrina Grigsby-Thedford; NHC: Amanda Lakin; Page Strategic Solutions: Maurice Page; City of North Las Vegas: Linda Bridges; City of Las Vegas: Jace Radke; HUD TA: City of Henderson: Melissa Phipps, Madeleine Skains; Help of Southern Nevada: Abby Quinn; Clark County Public Communications: Dan Kulin; Volunteer: Brandon Hallauer.

Accomplishments - Action Items Completed:

- Operation HOME! Social Media Packet completed and disbursed for sharing.
- Operation Home! article by Maurice Page was highlighted in LV Review Journal and Business Press.
- Conducting ongoing outreach/marketing to spread the word about OH! (Radio stations, realtors, courthouses, real estate lawyers and schools, brokers, and word of mouth)
- Two tenant testimonials were completed and are ready to be filmed.
- Landlord engagement event scheduled for May 17,

Next Meeting: April 18, 2022 @ 2pm via Microsoft Teams