

Minutes from the January 5, 2011 meeting

Members present: Brian Durrance, Daniel Chae (Office of Community Development), Paul Sher, Maura Thomson, Susan Pollay, Ray Detter, Peter Ludt, Charles Coleman, Sabra Briere

Members absent: Mary Campbell, Doug Martelle (representing the AAPolice) , Maggie Ladd

Guests present: Leslie Stambaugh,

The minutes of the previous meetings approved, with amendments offered for the December 15th meeting to reflect the changes in the transient population of panhandlers who use the State Street / Liberty / Diag area as their home base. These transient youth are sometimes quite aggressive, and while their presence may be connected with Punk week, others may be there because they romanticize the lifestyle. This group of youth also seems to be much more involved in drug addiction (vis. Heroin) rather than alcohol addiction.

Discussion of outreach strategies

- Outreach to the Community: Suggested mechanisms
- Pay the homeless to distribute stickers (with services) / dollar bills (with services) or other small tokens
- Provide a list of available services to merchants
- City should provide more training to community standards staff so they can engage public effectively
- Place fact-filled articles every year to help educate the public – July & September for the Daily, April for AnnArbor.com
- Work with GroundCover to place message
- Put posters/signs in specific locations to provide list of available services
- Merchants could place notices April – September
- University could publish in freshmen orientation paper.
- Non-smoking information could also be vehicle
- Create single point of service through SOS
- Increase publicity, not fundraising

Student community and other communities are different. These need different approaches.

Possible catch phrase for credit card campaign: "Give us some credit"

Next Meeting February 2

Agenda:

Continue Action phase

Work through matrix of outreach strategies

Education: finalize the message(s)

Budget: determine the first year; design mechanism for continuing

Meeting is scheduled for 3:30 pm, Wednesday, February 2, 3rd Floor Conference Room. Beware of construction!