

BFZ SM Coalition Monthly Meeting: October Notes

Monday, October 23, 2023 | 4:00 PM ET

[ATTENDEES](#)

[AGENDA](#)

[Social Media Handles](#)

[NEXT STEPS](#)

ATTENDEES

- Katie Stasa - CS
- Lisa Tran - CS
- Maura Thurman - Marin County, Homeward Bound
- Tatiana Wheeler - Bloomington, IN, Heading Home
- Cathy Pitalo - Gulf Coast
- Kim North - MACV
- Berta Maldonado - OAHU
- Sarah Fletcher - SACSF
- Layla Said - Metro Denver Homeless Initiative (MDHI)
- Sally LaBonte - Arlington, VA, county government Dept of Human Services

AGENDA

- Icebreaker
 - Intros + favorite social account to follow OR favorite social media campaign from 2023
- Review coalition objectives

- Strategy discussions for digital tactics.
- Opportunities for mutual learning.
- Collaboration to enhance and uplift collective efforts.
- Shared space for supporting and learning from each other.
- Housekeeping
 - Is Slack the best way to communicate? Should we create an email Listserv?
 - Standing monthly time to meet
 - Cadence of meetings and optional trainings
- CS/BFZ Updates
 - October
 - Halloween
 - Who is planning content?
 - November
 - Native American Heritage Month
 - Homeless Youth Awareness Month
 - Layla sharing some content
 - Veterans Day, November 11
 - Who is planning content?
 - MDHI sharing quality data announcements
 - National Hunger and Homelessness Awareness Week Nov 13-21
 - Heading Home partnering with IU and poverty simulation on the 10th.
 - Thankful campaign: call for content
 - Submit a quote or short video praising a colleague for their hard work
 - Giving Tuesday
 - Maybe CS to share best practices for email/social?
- Partners
 - CTAs/ideas/anything to uplift?
- Content
 - What's to come – heritage months to keep in mind, etc.

Social Media Handles

Name	Email	Facebook	Instagram	Twitter	LinkedIn
Berta Maldonado - Oahu	bertam@partnersincareoahu.org				
Cathy Pitalo - Gulf Coast	cpitalo@opendoorshc.org	OpenDoorsSouthMS			

Garshét Hatcher - Baltimore MOHS	garshet.hatcher@baltimorecity.gov	BaltimoreMOHS	BaltimoreMOHS	BaltimoreMOHS	
Jenka Soderberg - Portland	jenka.soderberg@multco.us	MultcoJOHS	multco_johs	multco_johs	
Kim North - Minneapolis, Hennepin County	knorth@mac-v.org	MACVorg	MACVorg	MACVorg	macv-minnesota-assistance-council-for-veterans
Layla Said - Metro Denver	layla.said@mdhi.org	MDHICoC	MDHICoC	MDHICoC	MDHICoC
Mackenzey Foley - Jacksonville	mfoley@changinghomelessness.org	ChangingHomelessnessN EFL	ChangingHomelessness	HomelessChange	
Maura Thurman - Marin County	mthurman@hbofm.org	hbofm	homewardboundmarin	homewardboundmarin	homeward-bound-of-marin
Michelle Shelton - Central MS CoC	mshelton@centralmscoc.org	CentralMCCoC	centralMSCoC		
Sally LaBonte - Arlington, VA	Slabonte@arlingtonva.us	ArlingtonVA	ArlingtonCountyVA	ArlingtonVA	Arlington-County-Government
Tatiana Wheeler - South Central Indiana	tatiana@monroeunitedway.org	HeadingHomeIndiana	HeadingHome_SCI		
Valentina Caro -	Valentina@bethesdacares.org	BethesdaCare	bethesda_Cares	BethesdaCares	

[Just for fun: LifelsBetterWithFinn](#)

<https://drive.google.com/drive/folders/1zeKAfnO3dxnzvVCTJmSv9DkttL426Ptq?usp=sharing>

NEXT STEPS

1. Check out the [social media handles section](#) to follow and support your colleagues in the movement!
2. [Please fill out this Google Form](#) to indicate which time and date works best for a standing meeting. I plan to hold these meetings during the third week of each month.
3. In addition to our monthly meetings, there has been interest in **additional trainings on certain topics**, such as creating short form videos, paid ads best practices, etc. I plan to hold these trainings during the **first week of each month**. They will be led by a subject matter expert for the selected topic. Please either email me directly with topics you're interested in, or fill out this [quick survey](#).