

AMAHT Meeting Minutes August 11, 2022

Present: Erica Piedade, Carol Lewis, Risha Hess, Aschleigh Jensen, Allegra Clark, Rob Crowner, Paul Bockelman.

Staff: Nate Malloy.

Guests: Tim McCarthy (Craig's Doors), John Hornik, Michele McAdaragh (Way Finders).

I. Presentation by Tim McCarthy, Craig's Doors

Craig's Doors is taking an approach of "more than just heads on beds." They are increasing case management services and groups, with a Carl Rogers inspired focus of client centered work and unconditional positive regard. They are working on providing deeper services for each guest, not necessarily broader services. They have had an increase in funding with COVID. They are housing people at the University Motor Lodge and Knight's Inn, and are in talks with Immanuel Lutheran Church for the seasonal shelter location. They have a high rate of getting people into housing.

Discussion:

Paul: Very impressive work- let's give people homes. Thanks also to Kevin Noonan for his previous work.

Rob: What's the relationship with Amherst Community Connections?

Tim: Positive relationship, close collaboration. Working closely with Amherst Survival Center as well.

Erica: Where are people being housed and with what supports?

Tim: Located based on the guest and where they want to be. Eliot Community Human Services is providing some supportive services and we do warm handoffs to other agencies.

Aschleigh: The town needs better outreach and information on websites/links to help people navigate resources.

Nate: One of the trust bylaws is to help insure the shelter. What did the Request For Proposals (RFP) look like?

Tim: Ideally facilities plus case management for 24/7/365 support with trauma-informed, relationship-based care. Having the resources and staffing has saved 9-10 lives, whether responding to an overdose dose or heat illness.

II. Forum Planning

John: Tuesday 9/13 6:30-8:30 at Unitarian Universalist Society of Amherst with broadcasting by Amherst Media- should we do via Zoom? Concerns about both COVID and technology.

Risha: We have considered a marketing strategy which looks at both barriers and benefits from opposition and supporters.

- 4Ps:
 1. Product- family housing

2. Price- what is the cost to support
3. Place-where to do outreach
4. Promotion- what to say (i.e. completing neighborhood)

John: For example, outreach to neighboring faith communities (Jewish Community of Amherst) to speak in support of the project

Risha: What is our ask- not just providing information but asking people to do something about it

Presented a breakdown of Affordable Housing supporters by demographics to determine the ask

Discussion:

Outreach to abutters, and determining whether they were majority owner-occupied or rentals, and outreach to owners as well as tenants

Context of school community and local business community, and future residents as students of the new school, or prospective patrons

Virtual versus in person meeting and the challenges and benefits of each

Trust Members Vote: 5-2 to move the forum to a virtual meeting (ZOOM).

III. Possible Sub-Committees

- a. Exploring sources of new/existing money
- b. Housing types and zoning policies
- c. Community/public education/outreach/social media
- d. Legislative tracking and updates
- e. Coordination/collaboration with other groups focusing on homelessness and affordable housing
- f. Drafting the strategic plan for the next 5 years

Trust members will continue to consider where they might be interested in volunteering an additional few hours a month to further the goals of the AMAHT. If anyone is interested in leading any of the above suggested sub-committees they were asked to contact Carol or Erica, the Co-chairs.

IV. CPA funding

Carol: CPA is the trust's primary funding source. Applications open 9/1 and are due 9/30. Carol will draft something and send to 3 volunteers (Allegra, Rob and Erica) and we will discuss at 9/8 meeting.

V. Project and General updates

- a. Foundation at East Gables has been poured
- b. A botanist will review the endangered species at Strong Street
- c. There will be an update on Ball Lane at the next Trust meeting

VI. Public Comment

Kathleen Anderson: Reminded that we will need to remember that Hickory Ridge floods when considering projects

VII. Upcoming meetings and comments for agenda future agendas

- a. Housing Trust, September 8
- b. Housing Forum, September 13