**Committee to End Youth Homelessness  
Agenda  
January 14th, 2018 1:00pm-2:30pm**

**First United Methodist Church ● 203 Wisconsin Ave, Madison, WI 53703**

* **Introductions**
* **Review of 3 Month Goals (1 month to go)**
  + Support of YAB formation (Brian B - Robin)
    - Funding for youth (Amy)
  + Support YHDP (Torrie - Feb review and creation of dedicated work group)
  + Support Youth PIT Count
  + Community Sessions (Robin)
* **Review committee member progress from last meeting**
  + Sarah
    - Systems map
    - PIT Count ⇒ January 23, 2019
  + Allison
    - Partnering for assistance with Marketing/branding campaign re: Youth Homelessness
  + Robin
    - Public radio (WORT and WPR)
    - Publications (Op Eds)
    - Community meeting schedule
    - Mtg w/CYF (Children, Youth and Families)
    - PPT update
    - HSC presentation
    - FB Live sessions
      * Stigma of Labels
      * What Youth Homelessness Looks Like in Dane Co.
      * Housing First
      * Ending Homelessness - Why Aren't We There Yet?
      * Youth Homeless Demonstration Program
      * Other topics???
  + Amy
    - MRFY Collaboration
* **Mayoral Candidate Forums**
  + Questions we would like to see put forth
  + Who will take this on?
* **School Board Races** 
  + Do we have specific positions on this and/or should we ask Advocacy Committee to take up the charge on this piece?
* **Review Draft of Strategy to Change Public Attitudes and Create Sustainable Change**
  + Use People 1st Language
  + Developing compelling stories about individuals and take those stories out into the public to blast stereotypes out of existence
  + Create a large scale public outreach/public relations campaign (*moral outrage*) - i.e. MADD, NRA, NOW to create public dialogue with the goal being to change public attitudes about homelessness
  + Think outside the box to create ways to incentivize private sector to to do more to address the issue
* **Other business:**

**⇒ Next Meeting February 11th 1:00pm-2:30pm @ First United Methodist Church**