

**BOARD OF DIRECTORS
CONSUMER RELATIONS COMMITTEE
ZOOM MEETING
September 24, 2021**



PARTICIPANTS: M. Council, J. Barnes, A. Blake R. Mayo. Staff: M. Williams, R. Hackett, K. Feldt

I. ANNUAL 5K PLANNING: Ross Hackett, Agency Event Coordinator presented.

- Event will take place Saturday, November 6, 2021 at 9:00a at Patterson Park. People can participate in person or virtually.
- Fundraising event, goal of funds raised this year is \$67,500 – already raised about \$45,000
- Open registration at 8:00am – Race starts at 9:00am
- There will be transportation available at Fallsway and Baltimore County location – Malcolm will reach out to let people know what time to be at the agency to travel to Patterson Park
- Length of time – live event wraps up at 10:30a – yoga and other activities extends to 11:30a
- 8a-11:30a
- Due to COVID, there will not be food provided in the morning before individuals get on the bus. Coffee, donuts and water will be provided at Patterson Park.
- Starting location/registration is located in the middle of Patterson Park – people are encouraged to park on Baltimore Street on the north side of the park and walk south to reach the pavilion – clear instructions will be provided.

Personal Protective Equipment - Guidance for outdoor events:

- Mask are required at all times except when racing or eating or drinking – will have some mask available as backup in case someone forgets their mask
- Will be encouraging social distance at registration area, the race village, starting line of the race
- Sanitizer stations will be available
- Coffee, donuts and water will be available, but will be assigned volunteers that will be wearing proper PPE and gloves to distribute those items
- Transportation: Instead of the 15 passenger van in the past, buses will be obtained to encourage social distancing. The plan is to provide medical grade mask for extra precautions to passengers on the buses – will be encouraging social distancing on the bus – will open windows to circulate airflow
- With the help of the Chief Medical Officer, will be monitoring the COVID rates, if the positive percentage increases over a certain percentage, will be reconsidering the protocol and adjusting it if necessary.

Suggestion: to put the donuts in individual zip lock bags for distributing.

Participation:

Can run/walk, volunteer cheering the runners/walkers; water station volunteer. Malcolm will be reaching out prior to the event to confirm how many people will be running/walking, volunteering, and riding the bus. Will be looking at reserving space in the pavilion for anyone who wants to drop items and have volunteers watch over them, so they won't have to carry them during the activities.

Will be looking into creating posters to encourage people and cheer the runners/walkers – more information will follow.

Collaboration:

The agency will be collaborating again this year with Charm City Run, a local running and walking specialty store. They will be donating shoes to distribute on the day of the race to client participants. Will be asking participants for their shoe size.

II. HOMELESS PERSONS MEMORIAL DAY (HPMD) Ross Hackett:

Last year's memorial was virtual. Requesting thoughts, feedback on how to structure HPMD for 2021.

Feedback: Consider holding the memorial at Mercy Hospital again like in 2019, just with distancing. Part of the service was outside.

Feedback: Get some feedback from last year's virtual memorial, and provide the video to watch to see what worked and what didn't work and what can be improved.

Will start meeting regularly to start coordinating 2021 HPMD.

III. CHOCOLATE AFFAIR Ross Hackett and Kevin Feldt:

The Chocolate Affair traditionally took place at the Baltimore Marriott Waterfront Hotel, it was a dinner fundraising event. Over the course of the last couple of years, changes needed to be put in place with COVID in 2020, and then trying to navigate that event in 2021. Development create a new format, like a film festival where there are a number of short documentaries and HCH offered a 15-minute short documentary highlighting the experience of one of the clients, using a virtual format with a much lower price to participate. This lead for more people to be able to be involved, and felt consistent with the mission and the work of HCH.

For 2022 Chocolate Affair, the development team is looking at the Lyric Theatre to host the event, and plans to partner with the Parkway Theatre, part of the MICA School for the Arts to help select short films as well as another 15 minute film that HCH will debut. The vision will be like going to the movies, where you get popcorn and snacks, sit down and watch the films. After the films there will be a space for people to think critically about the films and have discussions, as well as have discussions with the people who were making the films and the people who have lived the experience of homelessness.

Also looking into this fundraising event being pay as you can rate, meaning anyone who would like to participate can choose whatever amount they can afford to be a part of the event.

Chocolate Affair will take place on Saturday, February 5th – usually in the evening.

Ask committee to think about how to make the event more inviting, comfortable and a more welcoming event. Also ask committee for suggestions how to continue to make participation accessible and easy for people, and what approaches should be used to encourage more people to participate.