

2020 AUG 10 AM 8:50

Housing Trust Subcommittee Minutes  
Emergency Rental Assistance Program  
July 15, 2020  
1:00 – 2:00 PM  
Remote Meeting

Attendees: Rachel Heller, Gloria Leipzig, Judie Feins, Betsy Lipson

Discussion focus: marketing, outreach, contract

Marketing - Process and Channels

1. Belmont Light will include an insert flyer. Need to find out when it would be mailed (Judie will find out).
  - a. Black and white printing is more economical for them
  - b. Judie sending Betsy Belmont logo
  - c. To send the flyer to Belmont Light on August 5<sup>th</sup>. That will hit 7000 customers over their August cycle.
  - d. Wait for contract. Send flyer. Get quote.
2. Change the landlord letter to say 'please forward this link in an email to your tenant(s).'
3. Review flyer with MWCD. Betsy to draft overview email to send with flyer that requests that it be posted on the following websites:
  - a. Town homepage & Covid page (& HT page?)
  - b. Library
  - c. MWCD - specific Belmont web page
  - d. Belmont Chinese American Association
  - e. Food pantry – on website and Rachel will ask if they'll put flyer in every bag
  - f. Belmont Religious Council
  - g. Senior Center and CoA
  - h. public schools
  - i. PTOs
  - j. Parent groups
  - k. BAR
  - l. Belmont Helps
  - m. Sen Brownsberger
  - n. Rep Rogers
  - o. BOS
  - p. METCO
  - q. Human Rights
  - r. Facebook Belmont parents, Belmont chat, Chinese American (xingxingua@gmail.com)
  - s. Belmont listserv

4. Media Center (can they scroll a banner about this and (later if needed) fundraising?)
5. Draft article for Citizen Herald, The Belmontonian, Media Center –
6. Post flyer at local convenience & grocery stores

**Possible Timeline**

NOW	Edit/finalize flyer design
7-17 or 7-20	Approve news articles, email for sending out flyer
7-22	Contract approved
7- 23	Schedule meeting with Patrice, Floyd re: mechanics of payments
7-24	Purchase paper for LL letter and 2 flyers, stamps, envelopes; Print
7-25/26	Hold for mailing: stamps, envelopes, return address label with Comm Dev, address labels, flyers, LL letter

**Next Meeting**

Monday between 9:30-11:30.

Minutes submitted by Betsy Lipson.