**NVHousingSearch.org**

Inaugural Advisory Committee Meeting Minutes

JULY 22, 2014

10:00 a.m. – 12:00 p.m.

**Welcome and Co-Chair Introductions**

* **Kristen Cooper, Clark County**
* **Nancy Brown, Charles Schwab Bank**

**Background on why The Division of Housing built a housing locator service and why Socialserve.com was selected to provide the service.**

**Socialserve.com Background**

**NVHousingSearch.org Demonstration**

**Important Dates:**

Property Provider Launch – **August 4th 2014**

Soft Launch (Agencies & Stakeholders Only) – **September 1st 2014**

Public Launch – **Week of September 15th or 22nd**

Growth Phases & Populations Served

1. Site building and design
2. Property manager marketing and site population
3. Public Launch, media blitz, consumer, housing seeker, agency and service provider marketing

**NVHousingSearch.org: Advisory Board Roles and Responsibilities**

Advisory Board members serve as the champions for site development, launch, maintenance and growth. They represent all aspects of the statewide housing continuum and have inroads to reach diverse target audiences with key messages about the service.

The Advisory Board meets briefly 3-4 times per year with webinar and conference call capabilities available at each meeting to accommodate busy schedules and encourage participation.

MAILINGS & EBLASTS

**Identify agencies that can send direct mailings on a regular basis** urging property owners, landlords and managers to list properties. Socialserve.com will provide customized verbiage and follow-up to reduce (or eliminate) the need for any dedicated staff time from the Advisory Board member.

CONFERENCES

**Identify conferences across the state** that would serve as opportunities to educate various audiences about the service. Booths, flyer distribution, roundtable discussion facilitation and even key speaking/presentation engagements should be assessed for potential participation.

MARKETING MATERIALS

**Regularly distribute marketing materials.** Branded promotional materials should be regularly distributed across the state to property owners and managers, agencies and the general public.

MEDIA

**Encourage press, media and newsletter exposure.** Circulate regular news releases and newsletter entries with up-to-date site statistics and new service developments. Look to current eventsto identify more ways to get the word out about the service. Socialserve.com will provide tailored messages to speak to specific audiences (e.g., property providers, consumers, emergency responders, etc.).

PUBLIC HOUSING AUTHORITIES (PHAs)

**Engage PHAs and housing agencies.** PHAs should be encouraged to support the service and utilize the free HCVP and project-based Section 8 management and rent reasonableness tools. PHA endorsement is a key factor to reaching the private sector due to extensive PHA contact lists.

Marketing and Outreach with LOTS of Help from Socialserve.com:

* Work with Socialserve.com to help coordinate mailings to property providers
* Identify housing events through which we can promote NVHousingSearch.org and send details to Nevada Division of Housing
* Help to engage area housing authorities and special-needs service agencies
* Identify housing-related publications in the region and share information with Socialserve.com so they can publish information about NVHousingSearch.org
* Help promote Socialserve.com’s free teleconference trainings to area housing agencies
* Hold regular advisory board meetings with area partners
* Send contacts to Socialserve.com additional vehicles to reach landlords of special-needs, affordable and market-rate housing

**Next Steps: Property Provider Outreach to Build Inventory:**

• Property Management Companies

• Active Housing Tax Credit Projects

• Housing Authorities

• Apt/Rental Associations (local, regional and statewide)

• State Agencies

**Schedule Next Meeting: 10/14/2014**