
**Cape Cod Hoarding Task Force
Executive Committee Meeting**

Monday, January 22, 2018

9:00am – 12:15pm

Innovation Room, Barnstable County Complex
3195 Main Street
Barnstable, MA 02630

Attendance: Kevin Grunwald, Harwich COA; Erika Woods, BCDHE; Lynn Mulkeen, BCDHE; Deb Scavotto, Smooth Moving for Seniors (arrived after agenda item #2); Lori Miranda, Dennis Animal Control

- 1) November 20, 2017 Executive Committee Meeting Minutes- Not completed
- 2) The following were nominated as new CCHTF Executive Committee Members
 - a) Donna Rex, Cape & Islands EMS
 - b) Melanie Bach, Hallkeen Management
 - c) Betina Michalowski, Elder Services CC&I
- 3) Strategic planning

What is strategic planning?

- An organization recreating itself from within to achieve a common purpose. The objective is to make decisions about the future.

Who are we?

- Do we still need to raise awareness of our presence on Cape Cod?
- Explicitly state we are not clinical and do not provide direct services.
- Provide resources, trainings and platform for conversation for all impacted by hoarding including healthcare providers.
- Hoarding disorder sounds like we are diagnosing. Add clutter to mission.

What do we do?

- Provide resources to anyone impacted by hoarding. This can include: municipal governments; families; individuals; health and safety officers; professionals; housing managers; and DCFS.
- How do we know if we are reaching all persons of all ages included in the target: log contacts; membership forms; and google analytics to track website views.
- How do we reach the younger audiences?
- Ways for each committee member to dedicate 1-2 hours per month to the task force.
- Task Force needs to utilize existing opportunities for PR (brochures, fact sheets, etc.) and plan future PR opportunities.

Vision

- Be so successful that in 5 years the group is unnecessary
- Gather more involvement and membership from housing court, police, fire and EMS, and legislation
- Create an app (similar to clutter-image rating app) for professionals and families to use during clean-outs.
- Presentations to cape-wide managers and high-profile decision makers to establish a higher profile and as a group of experts
- Catalyst for direct services – Housing Assistance, Duffy, etc.
- Link to a foundation
- Become a clearinghouse for data
- Charge for trainings and use fees as a source of revenue

Strategies

- Continue providing trainings and Buried in Treasures workshops
- Present to key organizations: town managers, police and fire chiefs
- More engagement and collaboration with others doing this work
- Expand the level of conversation around the topic of hoarding, raising awareness and reducing stigma
- Provide learning and collaboration opportunities for all levels

Action Plan (2018)

- Press releases every month from now until July – Kaliope will have this responsibility
- Track sources of contact from website (using google analytics) and from emails to use as hard data – Ali will be responsible for this until September 2018
- Charge for trainings
- Host a community forum in October 2018
- Become catalyst for direct services – Erika: HAC; Kevin: mental health; Kaliope: veterans; Lori: Dennis, Town Manager
- Review current research on hoarding and write a white paper to present in the future

Next steps

- Identify decision makers and determine how the committee can support them.
- Find out what groups need from the CCHTF
- Get committee members to commit to action item tasks. Kalliope & Kevin

4) Adjourn