

**CTC Outreach & Public Relations Workgroup  
Meeting Minutes December 1, 2015**

**Present:** Pam Dove, Kevin Weir

Topic	Discussion	Follow-Up
Member Recruitment Materials	<ul style="list-style-type: none"> <li>• Brochures have been updated with Robin's information.</li> <li>• Content of new member packets were discussed and should include: CTC brochure, workgroup information, "Investing in your communities youth" brochure, meeting schedule, coordinator contact information on a business card, and possibly a window cling and list of recent/current events. Discussed adding a piece that shows how various agencies, organizations and individual members throughout the community are working together toward the same goals.</li> </ul>	<ul style="list-style-type: none"> <li>• Pam to develop a sample new member packet</li> <li>• Pam to follow up on business cards for CTC coordinator.</li> </ul>
Table Tents and Window Clings	<ul style="list-style-type: none"> <li>• Table tents have been placed at Hilltop, Pressbox, BCMH cafeteria; Burger King and Subway were unable to post.</li> </ul>	<ul style="list-style-type: none"> <li>• PR committee to continue to distribute as time allows. Any interested members or supporters are welcome to assist.</li> </ul>
Community Action Plan Follow Up	<ul style="list-style-type: none"> <li>• Discussion was had regarding the community education piece that came out of the Community Action Plan Training. Consideration was given to the "Do your part" campaign as a possible mailer to include in employee paychecks throughout Baraga County around the holidays and/or New Years.</li> </ul>	<ul style="list-style-type: none"> <li>• Kevin emailed Katie and Gery to see if more "Do your part" inserts were available.</li> <li>• Pam emailed Katie and Robin to find out about the group that will be working on coordinating this effort.</li> </ul>
Website	<ul style="list-style-type: none"> <li>• Site was down due to malware. Website recently updated to include malware protection for a minimal cost.</li> <li>• Kevin worked with GoDaddy to get site back up and running.</li> <li>• Discussed addition of work group descriptions to website.</li> <li>• Kevin would like to see "contact us" portion pulled out into its own tab.</li> <li>• Kevin added new slide that included the events that we have done and our new logo.</li> </ul>	<ul style="list-style-type: none"> <li>• Kevin will continue to monitor.</li> <li>• Kevin will add work group descriptions to website.</li> <li>• Kevin will pull "contact us" into a separate tab.</li> </ul>
Next Meeting	<ul style="list-style-type: none"> <li>• <b>Meetings will be held quarterly, more often if needed.</b></li> <li>• <b>Please plan to attend as attendance is crucial to the success of the coalition.</b></li> <li>• <b>Currently seeking more participants in the Outreach/PR committee.</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Next meeting date to be determined.</b></li> </ul>

**Respectfully submitted by:**  
**Pam Dove, MS, RDN, CDE**  
**Community Outreach & Public Relations Workgroup Co-chair**