

**Baraga County Communities That Care Outreach/Public Relations Committee
Meeting Minutes 7/18/17**

Members Present: Pam Dove, Kevin Weir, Carrie Rich

Members Absent:

Guests:

Topic	Discussion	Follow-Up
Agenda	<ul style="list-style-type: none"> Not available today. 	<ul style="list-style-type: none"> n/a
Meeting Minutes	<ul style="list-style-type: none"> Reviewed 	<ul style="list-style-type: none"> Approved
Old Business		
Website	<ul style="list-style-type: none"> Many updates made my Kevin. Need to consolidate events page – move ATI event info and add OOTD walk info, etc. 	<ul style="list-style-type: none"> Kevin to update events page as time allows.
Print & Promotion Supplies	<ul style="list-style-type: none"> Banner has been received and was used in 4th of July parade. Carrie is storing banner. Plan to order tent within the next week – work group suggests purple with white writing and CTC website information on fringe, if able. Local quote for tent was quite steep at \$2,000, may need to explore other options. Tables and chairs are also to be ordered within the next 1-2 weeks. 	<ul style="list-style-type: none"> Carrie working with Katie on ordering tent, table and chairs.
Data Presentation: School Board	<ul style="list-style-type: none"> Presented to L'Anse School Board. Votes were collected and given to Carrie for tally. Scheduled to present to Baraga School Board on August 14th. Present at July meeting, however, were not on the agenda as requested. 	<ul style="list-style-type: none"> Data work group to give Baraga School Board presentation on August 14th.
Data Presentation: Key Leaders	<ul style="list-style-type: none"> Key Leader presentation given by Kevin Weir and Dr. Gilliland on Tuesday, July 11, 2017. Good attendance. Votes were collected and given to Carrie for tally. 	<ul style="list-style-type: none"> N/A
Day Presentation: Community Board	<ul style="list-style-type: none"> Community board presentation scheduled for this Thursday, July 20th at 6 p.m. at BCMH. 	<ul style="list-style-type: none"> Carrie to send reminders for community board meeting this Thursday.
Data Presentation: Video	<ul style="list-style-type: none"> Recorded key leader presentation. Need to edit video as it is slightly tilted and would like to eliminate background noise. Upload video to CTC survey for release after community board presentation this Thursday. 	<ul style="list-style-type: none"> Pam to follow up with BCMH re: editing tools. Share edited video with Kevin and Carrie upon completion for upload to survey and website. Plan to upload and share video/survey by Thursday, July 20th.
New Business		
Community Survey Roll Out	<ul style="list-style-type: none"> Plan to roll out survey community wide following community board meeting this week. Video needs to be added to survey and will go live on Thursday evening. Mass email containing survey will be sent on Friday. Survey will remain open until September 15, 2017 so that ½ page reminders can be sent home with students in L'Anse and Baraga in attempt to obtain more student and parent votes. Ginny may be available to make ½ page reminders to go home with students. PSA will need to be developed by 8/14/17 to run from 8/14/17 to 9/15/17. Incentive discussed for completing survey – no time this year. 	<ul style="list-style-type: none"> Pam to complete video editing this week and share with Kevin and Carrie for loading onto Youtube and website. Carrie to send mass email containing survey on Friday this week. Carrie to follow up with Ginny re: school insert for survey. Carrie to ask Ginny re: survey PSA already created for Houghton County CTC.
Facebook Public Comments	<ul style="list-style-type: none"> Discussion re: how to handle negative Facebook comments. Will comments be ignored or addressed by designated CTC members/coordinator. 	<ul style="list-style-type: none"> Executive board to decide upon how CTC wishes to handle negative comments on social media sources.
Social Media Guidelines	<ul style="list-style-type: none"> Facebook social media guidelines have been developed by Ginny, however, they have not been reviewed by this work group. Ginny suggested these 	<ul style="list-style-type: none"> Obtain copy of youth social media guidelines for review and next Outreach & PR meeting.

	may be used to create guidelines for other social media outlets.	
Upcoming Events/Programs/Classes		
Movie Night	<ul style="list-style-type: none"> Next movie night is July 28, 2017. CTC did not have a table, however, were available to help and did provide information for packets. Plan to have table set up for upcoming movie night that allows parents to vote right there. Consider finding someone who can make balloon animals and possible giveaways such as CTC pens for event. Consider distributing glow items at 2018 movie night to promote return of Neon Night event. 	<ul style="list-style-type: none"> Need volunteers to man booth and administer survey at upcoming Movie Night on 7/28/17. Interested volunteers please contact Carrie. 150 copies of survey needed for movie night. Carrie to look for someone who can make balloon animals. Carrie to look into purchase of CTC pens for event.
Out of the Darkness Walk	<ul style="list-style-type: none"> Much marketing to do for this upcoming event. PSA sent to L'Anse Sentinel yesterday and already listed on TV6 community calendar. Once PSA completed (short version for radio/longer version for TV and papers), Carrie will help distribute using OOTD marketing calendar. Kevin will add it to website. Promote on Baraga County Suicide Prevention Coalition facebook page and share to CTC facebook page. Carrie added as admin on Suicide Prevention Coalition page. Plan to twitter, snapchat and Instagram information to "Save the Date" or "Register your team today". Sponsor letter is done, CTC logo added. Goal to send by Monday, July 24th. Marketing list edited by Pam and shared with maintenance work group. Will require maintenance work group assistance in folding and stuffing envelopes. BCMH will donate printing, envelopes, postage. Pam to finalize flyer to be included in mailing so everyone is aware of the military/veteran cause this year, and that motorcycles in support of cause are welcome to escort walkers. Need to print labels for envelopes. Pam contacted AFSP re: use of Ride to Fight suicide signage for the event. Await word. Need to order signs and postcards for OOTD walk. Will need help putting out. Once arrive, will contact CTC members to help with distribution, if delivered before next meeting. Carrie requests a list of where they are normally distributed. Will need to create a master distribution list for all CTC events. 	<ul style="list-style-type: none"> Pam to finalize short and long version PSA. Pam to finalize electronic OOTD flyer. Kevin to add to website. Pam will provide information. Carrie to distribute PSA's and flyers, and to request it be added to community calendars. Pam to send Carrie the OOTD marketing timeline. Carrie to create OOTD event on Suicide Prevention Facebook page and hide one on CTC Facebook page. CTC will share the Suicide Prevention Coalition's event. Carrie to share on twitter, snapchat and Instagram. Pam to print sponsor letters, sponsorship form and OOTD flyer for packets. Carrie to talk to Maintenance work group about folding and stuffing envelopes no later than Monday. Maintenance work group to return stuffed envelopes to Pam for mailing from BCMH by Monday. Pam to follow up with AFSP re: Ride to Fight signage for event. Pam to print labels for envelopes – labels donated by BCMH. Carrie to send follow up email re: sponsorship on August 7th, if email is available. Pam to order signage and postcards from AFSP for distribution. Outreach/PR work group to create a master distribution list for flyers/postcards/etc.
Haunted House/ Boo on the Bay	<ul style="list-style-type: none"> Would like to have a template for promoting this event. Ginny may be able to help with this. 	<ul style="list-style-type: none"> Carrie to contact Ginny re: creating a template for advertising Boo on the Bay and Haunted House.
Dodgeball	<ul style="list-style-type: none"> Would like to have a template for promoting this event. A flyer has been created however may need clarification on fee structure. 	<ul style="list-style-type: none"> Carrie to contact Ginny re: creating a template or tweeking existing advertising for Dodgeball Tournament.
National Drug Take Back Day - fall	<ul style="list-style-type: none"> Need to better advertise this event. KBIC collects year round; Sheriff twice a year; HealthMart twice a year; Shopko does not participate. Luce county has used a green label on their prescription bottles. Pam will look for this picture and see if we can use this type of advertising to hit the masses. Discussion regarding sharps left on the ground in local parks/beaches. Are there sharps containers in public restrooms? If so, are they indestructible? Consider looking into this more as a coalition. 	<ul style="list-style-type: none"> Pam to look for Luce County green prescription bottle label.

Guiding Good Choices	<ul style="list-style-type: none"> Kevin would like to run Guiding Good Choices in Baraga County again this fall. Will need advertising. Consider adding advertising for it on the back of the postcards that will be going out to school for survey. Anticipate GGC will be offered 2-3 times in Baraga County this year. Childcare and transportation issues may need to be addressed by coalition. 	<ul style="list-style-type: none"> Kevin to develop ½ page advertisement for inclusion on the back of the survey postcard to be administered when school starts in the fall.
Announcements	<ul style="list-style-type: none"> More members needed on work group. Community Outreach & PR is an always busy work group. 	<ul style="list-style-type: none"> Continue to recruit new members. Interested individuals may contact Carrie Rich.
Upcoming Meetings	<ul style="list-style-type: none"> All meetings are being updated on the Google Drive Calendar and linking to the website. 	<ul style="list-style-type: none"> Community Board Meeting: <ul style="list-style-type: none"> 7-20-17 6 pm BCMH Conference Center Outreach and PR Workgroup: <ul style="list-style-type: none"> 8-15-17 9 am BCMH Conference Center 9-19-17 9 a.m. BCMH Conference Center

Respectfully submitted by:
Pam Dove, MS, RDN, CDE
Outreach and Public Relations, Chair