

**Baraga County Communities That Care
Community Outreach and Public Relations Workgroup Meeting Minutes 11.21.17**

Members Present: Waba Alakayak, Pam Dove, Kevin Weir, Carrie Rich

Members Absent: April Thor, Heather Jahfetson, Kim LaBerge, Katie Waara

Guests:

Topic	Discussion	Follow-Up
Call To Order	<ul style="list-style-type: none"> 9:00 AM 	<ul style="list-style-type: none"> NA
Agenda	<ul style="list-style-type: none"> Reviewed 	<ul style="list-style-type: none"> Approved
Meeting Minutes 11.6.17	<ul style="list-style-type: none"> Reviewed 	<ul style="list-style-type: none"> Approved
Adjourn	<ul style="list-style-type: none"> 10:03 AM 	<ul style="list-style-type: none"> NA
Old Business		
Scribe	<ul style="list-style-type: none"> The Scribe position on this workgroup needs to be filled and its important of keeping meeting minutes up to date and to make sure that the minutes are down within a week of the meeting. Meeting minutes are reviewed and approved and loaded onto the website. 	<ul style="list-style-type: none"> Scribe TBD when more members are present. Carrie to continue with scribe duties until a scribe is chosen.
CTC Brochure Updates	<ul style="list-style-type: none"> Brochure was chosen by Exec group – Rainbow / colorful one. Additional copies need to be printed to hand out. 	<ul style="list-style-type: none"> Pam to print additional copies of the brochure.
Facebook Posts and Boosting	<ul style="list-style-type: none"> Our funding for posts / marketing was a total of \$500 for the year starting October 1st. The exec group allotted \$316 for the bags for Ladies night out. We spent \$10 on the Facebook ad boost for the dodgeball / game night. Which leaves us about \$174 for the rest of the year for promotional and marketing ideas. 	<ul style="list-style-type: none"> ALL – online post boosting is a possibility due to funding. Please bring up the opportunities as you see them.
Event Recap	<ul style="list-style-type: none"> Boo on the Bay (Oct 20th) – Emailed flyer, posted on facebook, and other social media, had teens and adults helping pass out candy and paint faces. This went well Haunted House (Oct 13/14/20/21) – Emailed Flyer, posted on facebook, and other social media, had teens and adults helping with “Zombie Walk”(Drunk Goggles Obstacle Course – Goggles borrowed from Dial Help). This went well. Drug Take Back Day (Oct 28th) – Emailed Flyer, Printed flyer and handed out, Posted on facebook, put up yard signs. This went well. Dodgeball / Game Night (Nov 10th) – Emailed flyer, posted on facebook, boosted the ad, printed the flyer and handed out to every student in Baraga / L’Anse and Sacred Heart in 6 – 12th grades. Outcome TBD. Ladies Night Out (Nov 14) – Posted on Facebook, Outcome TBD 	<ul style="list-style-type: none"> Boo on the Bay – NA Haunted House – Possibly look into buying our own set of drunk goggles Dodgeball – TBD Ladies Night Out – TBD Drug Take Back Day – Need to order more signs for next year. Carrie has pricing if needed. Paint the field Blue – Postponed til next year. Need to look at this in early August next year. Carrie to upload pictures to the google drive as she receives them for events.
Website Updates	<ul style="list-style-type: none"> A few misc. Website updates need to happen. The Voting banner for the Youth Survey needs to come down, but the information needs to remain. We have been talking with the Youth Involvement group to work on getting a few students to get involved and try to help with being a “Webmaster”. This will bring experience and buy-in for the kids in our community. 	<ul style="list-style-type: none"> Updates to potentially be done by Kevin Weir. There should be something done to replace what we are taking down. Youth for Webmaster position are TBD. We are waiting on Youth to fill the position.
New Business		
Quarterly	<ul style="list-style-type: none"> It was decided by the Executive team that we would 	<ul style="list-style-type: none"> TBD – We need information to be sent to Ginny to

Newsletter	<p>hold a Quarterly Newsletter to be distributed after our Quarterly Community Board Meeting as a quick update of everything that's been going on and to highlight things happening in CTC</p> <ul style="list-style-type: none"> • No one had submitted anything to me or Ginny yet. • We discussed having each person in charge of their event write up the info for the newsletter going forward. 	create the Newsletter. See attached form.
Flyers for Work Group Trainings	<ul style="list-style-type: none"> • We are having workgroup trainings coming up. Should we make individual flyers for them or not? Maybe something that covers all of the trainings?? • Decided that we probably didn't need this – just information to be posted on our social networks and via email. 	<ul style="list-style-type: none"> • Social Network posting and email updates to be done as trainings come up.
Key Leader Meetings	<ul style="list-style-type: none"> • How are we going to promote the next Key Leader Meetings that need to happen? • We need more Key Leaders involved. Ideas? • Revisit the Key Leader training and have the key leaders actively participate by giving us ideas or names of people who could help from their agency or business. 	<ul style="list-style-type: none"> • Key Leader Meetings / Trainings need to be addressed on a deeper level. Definitely need to work out how these are going to happen and what we can do to get buy-in again – and keep it.
ASIST / MHFA	<ul style="list-style-type: none"> • ASIST and MHFA are programs that we are looking to bring to the Baraga area. MHFA is available through Northcare (for free) and ASIST is available through AFSP. We have interest in both trainings. • How do we promote? • Pam getting info on this from AFSP and trying to set up a training. 	<ul style="list-style-type: none"> • Pam working with AFSP to get a training for ASIST set up.
National Drug and Alcohol Facts Week	<ul style="list-style-type: none"> • This takes place January 22 – 28th. • What are we going to do to promote this? • Who is going to take this on? • There is a website we can upload our “events” to as soon as we have them listed. Gery would like us to do this. • This will fall in line with the “Bounce-A-Rama” event that BCSH is hosting in January. Team to review the website and choose some events to be posted ASAP. 	<ul style="list-style-type: none"> • CO/PR Team to review the NDAFW ideas on the Sahmsa website and decide what we are going to do the last week in January, so we can get this posted online to advertise. It takes a while for each event to load.
Craves Book	<ul style="list-style-type: none"> • Carrie is working with Marquette / Houghton / Ontonogon CTC coordinator's to work out how we can bring this book to our area. Need to connect with funding, but we also need to work on how we are going to connect this into the schools and who we need to talk to make this happen. 	<ul style="list-style-type: none"> • Carrie met with coordinator's on November 16th. Please let her know if you would like to sit in on the next call. • TBD
End of Year Email	<ul style="list-style-type: none"> • Planning on sending out a mass email at the end of the year to update everyone on the successes we have had this year. How should we proceed? • Since the newsletter hasn't gone out yet, maybe we can combine that with the end of year letter? • Kevin mentioned that Ginny created a year end newsletter with eye catching graphics for Dial Help and that she may be able to do the same for us. Small bites of what we have accomplished so far. 	<ul style="list-style-type: none"> • Carrie to contact Ginny to see what she has time to help with.
Future 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"> • Upcoming Meetings: • December 18th @ 5pm at the CTC Office • January 15th @5pm at the CTC Office • February 19th @5pm at the CTC Office

Respectfully submitted by: Carrie Rich