

**CTC Outreach & Public Relations Workgroup
Meeting Minutes June 20, 2017**

Present: Pam Dove, Kevin Weir, Carrie Rich, Cindi Parker

Topic	Discussion	Follow-Up
Data Presentation: School Board	<ul style="list-style-type: none"> • School board presentations are scheduled for 6/26/17 at L'Anse Area Schools and 7/10/17 at Baraga Area Schools • Data work group needs help presenting information on 6/26/17 due to vacations. • Presentation is 20 minutes long. Script is available for the presentation. • Plan to have each group vote immediately following the presentation. Voting will continue through September 15th to allow time for school input once it resumes. • Discussion whether students can vote on the priorities to be addressed by the community. 	<ul style="list-style-type: none"> • Kevin to ask Eric if he is interested in presenting data at 6/26/17 L'Anse meeting. • Data workgroup will present at 7/10/17 Baraga meeting. • Coordinator to follow up with schools to see if a survey can be administered to the students at the beginning of the school year so they can vote on the top priorities to be addressed by CTC. • Carrie to follow up with schools to ask if CTC can put postcards with a link to the video and voting page in the students take home packet at the beginning of the year. If so, Carrie will talk with Ginny about developing a postcard. • Coordinator to ask if schools are willing to post the finalized Data video to the school webpage along with a link to vote on top priorities.
Data Presentation: Key Leaders	<ul style="list-style-type: none"> • Key leaders are the second group that needs to be presented to. • Plan for a meeting after the school board meetings and before the community board meeting. • Plan for a noon meeting - provide lunch. • Kevin is interested in co-presenting data to the Key Leaders. • Plan to video record the presentation for use on Youtube and other platforms. • After face-to-face presentation, the video with voting links will be sent to key leaders who were not in attendance. 	<ul style="list-style-type: none"> • Pam to send Carrie the key leader list. • Pam to check conference room availability for July 12th.
Data Presentation: Community Board	<ul style="list-style-type: none"> • Next community board meeting scheduled for 7/20/17 at 6 p.m. • Need radio ad and newspaper ad to spread the word. Also, consider adding to TV6/10 calendars. 	<ul style="list-style-type: none"> • PR work group to develop PSA • PR work group to develop newspaper ad for community board presentation
Data Presentation: Video	<ul style="list-style-type: none"> • Plan to video tape the presentation during the Key Leader presentation. • Plan to add a direct link to vote from the video. Also, consider link to volunteer page at the end of the video. Specify on the video that voting is for Baraga County Residents only. • Last year posted on Youtube. Who has Youtube account? • Will post to Facebook, Twitter, Instagram, and school webpages if able. 	<ul style="list-style-type: none"> • Pam to check on Youtube account. • Pam to secure video camera for Key Leader presentation. • Pam to pull previous survey and send to Carrie.

	<ul style="list-style-type: none"> • Mass email to CTC members following community board presentation. • Consider incentives for voting. 	
Print & Promotion	<ul style="list-style-type: none"> • Need CTC banner for parade. • Need CTC tent, tables and chairs. 	<ul style="list-style-type: none"> • Carrie looking into banner options. Will talk to Ginny about design ideas. • Carrie exploring tent options.
Next Meeting Date	<ul style="list-style-type: none"> • Monthly meetings to be scheduled. • Continue conference calls for now, unless more people become involved. 	<ul style="list-style-type: none"> • July 18, 2017 at 9 a.m. • August 15, 2017 at 9 a.m. • September 19, 2017 at 9 a.m.

Respectfully submitted by:
Pam Dove, MS, RDN, CDE
Community Outreach & Public Relations Workgroup Member