

**Baraga County Communities That Care Outreach/Public Relations Committee  
Meeting Minutes 8/15/17**

**Members Present:** Pam Dove, Kevin Weir, Carrie Rich

**Members Absent:** None

**Guests:** None

Topic	Discussion	Follow-Up
Agenda	<ul style="list-style-type: none"> <li>Not available today.</li> </ul>	<ul style="list-style-type: none"> <li>n/a</li> </ul>
Meeting Minutes	<ul style="list-style-type: none"> <li>Reviewed</li> </ul>	<ul style="list-style-type: none"> <li>Approved</li> </ul>
<b>Old Business</b>		
Website	<ul style="list-style-type: none"> <li>Constant work in progress. Updates have been made by Kevin. Updates still needed:               <ul style="list-style-type: none"> <li>Expand OOTD page with event timeline, sponsors, pictures, where funds are used.</li> <li>Upcoming Movies in the Park info needed.</li> <li>Brochure outdated – Ginny working on CTC wide brochure.</li> <li>Running out of space on minutes page – look at simplifying.</li> <li>Create Youth Survey tab that allows for current survey and archives old survey info.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Pam to provide Kevin with OOTD information to add on website.</li> <li>Carrie to follow up with Waba re: Movies in the Park</li> <li>Pam sent updated brochure to Kevin &amp; Carrie.</li> <li>Carrie and Kevin to further discuss reformatting of minutes page.</li> <li>As time allows, create Youth Survey tab and archive old information.</li> <li>Remove “website” from agenda for next month due to ongoing nature.</li> </ul>
Print & Promotion Supplies	<ul style="list-style-type: none"> <li>Tent – Received. Picked up on Thursday.</li> <li>Table and chairs – Received.</li> </ul>	<ul style="list-style-type: none"> <li>Available for use by CTC work groups. Can be picked up from Carrie’s office when needed for events.</li> </ul>
Data Presentation: School Board	<ul style="list-style-type: none"> <li>Presented to Baraga School Board last evening. Dr. Gilliland and Cindi Parker presented. Await update.</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
Data Presentation: Key Leaders	<ul style="list-style-type: none"> <li>No updates.</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
Day Presentation: Community Board	<ul style="list-style-type: none"> <li>Presented at Community Board meeting on Thursday, July 20<sup>th</sup> at 6 p.m. at BCMH.</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
Data Presentation: Video	<ul style="list-style-type: none"> <li>Video recorded during Key Leader presentation. Edited and posted on survey.</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>New Business</b>		
Community Survey Roll Out	<ul style="list-style-type: none"> <li>Survey rolled out after Community Board meeting on 7/20/17.</li> <li>Mass email containing survey was sent by Carrie.</li> <li>Posted on Facebook by Carrie.</li> <li>Ginny created PSA for survey – yet to be released.</li> <li>Kevin developed OOTD PSA – yet to be released.</li> <li>Ginny has created ½ page reminders to go home with students. Few suggestions offered by CTC execs.</li> </ul>	<ul style="list-style-type: none"> <li>Carrie to disseminate PSA’s for OOTD and survey.</li> <li>Ginny finalizing ½ page survey postcard to send home to students.</li> </ul>
Facebook Public Comments	<ul style="list-style-type: none"> <li>Executive board to decide upon how CTC wishes to handle negative comments on social media sources</li> </ul>	<ul style="list-style-type: none"> <li>Await executive workgroup decision.</li> </ul>
Social Media Guidelines	<ul style="list-style-type: none"> <li>Social Media Guidelines attached and reviewed. Need additional guidelines for teens – approval to post, consequences if inappropriate materials posted.</li> </ul>	<ul style="list-style-type: none"> <li>Outreach/PR workgroup to explore further.</li> </ul>
<b>Upcoming Events/Programs/Classes</b>		
Movie Night	<ul style="list-style-type: none"> <li>Attended movie night on July 28, 2017. CTC had a table where attendees could vote right there.</li> </ul>	<ul style="list-style-type: none"> <li>Carrie to follow up with Waba on date of next Movie Night.</li> </ul>
Out of the Darkness Walk	<ul style="list-style-type: none"> <li>Electronic flyers finalized for walk/ride. Converted jpeg.</li> <li>Flyers posted to Suicide Prevention FB page – please share. Additional postings to follow: Donors, sponsors, funds raised to date, teams...</li> <li>Flyers – Awaiting arrival. Expect this Friday.</li> <li>Yard signs – Awaiting arrival. Expect this Friday.</li> </ul>	<ul style="list-style-type: none"> <li>Carrie event to add to community calendars.</li> <li>Carrie to share on twitter, snapchat and Instagram.</li> <li>Pam to add information about donors, sponsors, funds, teams, etc. to suicide prevention FB page.</li> <li>Pam to disseminate postcards and flyers to walk subcommittee members for distribution upon arrival.</li> <li>Pam to send radio script to Carrie.</li> </ul>

	<ul style="list-style-type: none"> <li>• Newspaper – PSA’s are made.</li> <li>• Radio – Pam sent request to Eagle for PSA. Need follow up to additional radio stations.</li> <li>• Community Calendars – Carrie to send.</li> <li>• Twitter – Carrie posted a month ago and will rehit.</li> <li>• Snapchat – Carrie posted a month ago and will rehit.</li> <li>• Instagram - Carrie posted a month ago and will rehit.</li> <li>• Not many followers on twitter, snapchat or Instagram at this time.</li> <li>• Website – Kevin updated.</li> <li>• Sponsor letters sent on July 24<sup>th</sup>. Receiving responses from donors/sponsors.</li> </ul>	<ul style="list-style-type: none"> <li>• Carrie to send info to radio stations and community calendars.</li> <li>• Carrie to add invite on FB page for twitter, snapchat, Instagram.</li> </ul>
Haunted House/ Boo on the Bay	<ul style="list-style-type: none"> <li>• Carrie sent request for template for advertising Boo on the Bay and Haunted House to Ginny.</li> </ul>	<ul style="list-style-type: none"> <li>• On Ginny’s agenda.</li> </ul>
Dodgeball	<ul style="list-style-type: none"> <li>• Eric sent template for Dodgeball tournament to Ginny yesterday.</li> </ul>	<ul style="list-style-type: none"> <li>• On Ginny’s agenda.</li> </ul>
National Drug Take Back Day - fall	<ul style="list-style-type: none"> <li>• Green label for drug take back provide to CTC coordinator and Gery. Looking at doing CTC wide campaign. Kevin and Pam have discussed with L’Anse Healthmart – declined. Shopko unable to participate. If Healthmart does not want to add stickers, can this be pre-printed on bottles?</li> </ul>	<ul style="list-style-type: none"> <li>• Carrie to attend opioid call to further discuss prescription drug labels.</li> <li>• Pam will discuss further with Healthmart possibility of something preprinted on bottles.</li> </ul>
Guiding Good Choices	<ul style="list-style-type: none"> <li>• Date and location yet to be selected.</li> <li>• ½ page advertisement to be developed once confirmed.</li> </ul>	<ul style="list-style-type: none"> <li>• Kevin to develop ½ page advertisement to be distributed in schools once dates/location finalized.</li> </ul>
Miscellaneous	<ul style="list-style-type: none"> <li>• More members needed on work group. Community Outreach &amp; PR is an always busy work group.</li> <li>• Outreach/PR work group to create a master distribution list for flyers/postcards/etc.</li> <li>• Need to reoffer trainings for work groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to recruit new members. Interested individuals may contact Carrie Rich.</li> <li>• Pam to follow up with list provided by Carrie.</li> <li>• Workgroup to explore creation of master distribution list at later date.</li> <li>• Carrie to coordinate work group trainings.</li> </ul>
Upcoming Meetings	<ul style="list-style-type: none"> <li>• All meetings are being updated on the Google Drive Calendar and linking to the website.</li> </ul>	<ul style="list-style-type: none"> <li>• Community Board Meeting: <ul style="list-style-type: none"> <li>○ 10/26/17 at 6 p.m. BCMH Conference Center</li> </ul> </li> <li>• Outreach and PR Workgroup: <ul style="list-style-type: none"> <li>○ 9/19/17 at 9 a.m. BCMH Conference Center</li> <li>○ 10/17/17 at 9 a.m. BCMH Conference Center</li> <li>○ 11/21/17 at 9 a.m. BCMH Conference Center</li> </ul> </li> </ul>

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