

**Baraga County Communities That Care Outreach/Public Relations Committee
Meeting Minutes 9/19/17**

Members Present: Pam Dove, Kevin Weir, Carrie Rich

Members Absent:

Guests: None

Topic	Discussion	Follow-Up
Agenda	<ul style="list-style-type: none"> Reviewed 	<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		
Community Survey	<ul style="list-style-type: none"> Postcards sent home to students at LHS & BHS. Survey closed 9/15/17. Responses: ~90 plus a few more to enter. PR/outreach workgroup to await dates for program selection by community for marketing. 	<ul style="list-style-type: none"> Kevin to shut down survey on website. Kevin to download excel file of survey results to Carrie and disperse to appropriate workgroup(s). PR/Outreach workgroup to promote program selection dates once scheduled.
Social Media	<ul style="list-style-type: none"> Per executive work group decision, facebook public comments to be addressed individually by administrators of CTC FB page. 	<ul style="list-style-type: none"> N/A
CTC Brochure	<ul style="list-style-type: none"> Content good, however, not visually appealing. Add suicide prevention information and local pictures. Decide what will be removed to work in pictures. Needs more color, like our current CTC rainbow them. 	<ul style="list-style-type: none"> Pam to review content and get desired updates to Carrie who will pass on to Ginny for updates. Carrie to identify pictures to add to CTC brochure.
New Business		
Outreach/PR Chair	<ul style="list-style-type: none"> New chair, Waba Alakayak. 	<ul style="list-style-type: none"> Welcome, Waba!!
Member Update	<ul style="list-style-type: none"> New members: Katie Waara and Heather Jahfetson. Entire workgroup will need to be retrained on role of specific workgroup. Will need to schedule future meetings at another time when more members are available. 	<ul style="list-style-type: none"> Pam to work with Waba and other PR/Outreach members on identifying ideal time for future PR/Outreach workgroup meetings.
Workgroup Trainings	<ul style="list-style-type: none"> All workgroups are in need of refresher training courses. Carrie is working on scheduling these. 	<ul style="list-style-type: none"> PR/Outreach workgroup to assist in marketing workgroup trainings when dates are determined.
Upcoming Events/Programs/Classes		
Paint the Field Blue	<ul style="list-style-type: none"> Pam contacted schools re: event on September 29 or October 6th. Unable to do at either event. September 29th is homecoming. October 6th is domestic violence game. Plan to do event next year at early September game, or consider during a different sporting event this year (such as volleyball). 	<ul style="list-style-type: none"> Pam to follow up with schools.
Out of the Darkness Walk	<ul style="list-style-type: none"> Marketing went well. Radio interview. Articles in L'Anse Sentinel and Mining Gazette. Provide list to maintenance work group for thank you's to be sent to donors, sponsors and volunteers. Raised nearly \$7,000. 	<ul style="list-style-type: none"> Pam to get list of donors, sponsors and volunteers to Maintenance workgroup. Update FB page with total funds raised and thank you to all participants, etc.
Boo on the Bay	<ul style="list-style-type: none"> Date: October 20, 4-7 p.m. Marketing materials developed by Ginny to be used on CTC FB page. Chamber has already sent out event flyer. Chris Lynum is CTC point person for event. 	<ul style="list-style-type: none"> Carrie to post CTC Boo on the Bay flyer on Facebook and social media sources.
Haunted House	<ul style="list-style-type: none"> Date: October and October Haunted house flyer developed by event coordinators. CTC to promote their involvement on Facebook and other social media outlets. Chris Lynum is CTC point person for event. 	<ul style="list-style-type: none"> Carrie to post CTC involvement in Haunted House on Facebook and social media sources.
Dodgeball	<ul style="list-style-type: none"> Date: TBD Marketing materials developed by Ginny. 	<ul style="list-style-type: none"> PR/Outreach workgroup to assist with marketing to students as needed.

	<ul style="list-style-type: none"> No lead for this event at this time. Also, not much time to host such a large scale event in November. Chris Lynum will instead host small scale event at school. Will promote to students only. 	
National Drug Take Back Day - fall	<ul style="list-style-type: none"> Date: October 28th Update on CTC wide campaign for drug take back. Unsure how many signs we still have left and their current condition. 	<ul style="list-style-type: none"> Kevin to update national PSA's and promotional materials (ie. Flyers) to be distributed locally. Pam to check on status and condition of signs.
Guiding Good Choices	<ul style="list-style-type: none"> Date: Starts September 26th Location: L'Anse Public Library ½ page advertisement sent to LHS and BHS. None sent to SHS. Flyer verbage discussed. Instead of "parent classes" 4 families registered so far. Would like few more. 	<ul style="list-style-type: none"> Kevin to bring GGC information to GGC. Deliver information to Waba for youth group distribution.
Miscellaneous	<ul style="list-style-type: none"> Suicide prevention workgroup working on coordinating ASIST and MHFA trainings locally. Will require assistance in marketing these trainings. BHS and LHS media/publication classes are interested in helping PR/Outreach workgroup as part of classwork. Crave 21 flyers are in the works. CTC to help distribute flyers once available. 	<ul style="list-style-type: none"> PR/Outreach workgroup awaiting dates of ASIST and MHFA trainings. Carrie to provide contact information for L'Anse and Baraga Area Schools publications/media teachers. Kevin/Pam to follow up with publications/media teachers. Kevin/Pam to assist in distributing Crave 21 flyers as available. Carrie to post Crave 21 info to Facebook and other social media sites.
Upcoming Meetings	<ul style="list-style-type: none"> Work group date and times may need to change to meet needs of new members. Meetings currently scheduled for: <ul style="list-style-type: none"> 10/17/17 at 9 a.m. BCMH Conference Center 11/21/17 at 9 a.m. BCMH Conference Center 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"> 10/26/17 at 6 p.m. BCMH Conference Center Outreach and PR Workgroup: <ul style="list-style-type: none"> Tentatively scheduled for 10/17 an 11/21 at 9 a.m. at BCMH, however, likely to change based on needs of new members. TBD.

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