

**CTC Outreach & Public Relations Workgroup
Meeting Minutes June 11, 2015**

Present: Pam Dove, Kevin Weir, Katie Waara, Terry Lerma

Topic	Discussion	Follow-Up
Member Recruitment Efforts	<ul style="list-style-type: none"> • Brochures are available with current information. • Work group descriptions available with clarification of “supporter” vs “member” • Need help distributing brochures and flyers and recruiting new members and supporters • Need updated commitment letters for recruitment. 	<ul style="list-style-type: none"> • Bring packets of brochures and flyers to the June 25th CTC board meeting for distribution to members. Give each member 10 copies of each. • Terry to follow-up with Maintenance work group regarding updated commitment letters to include photo/name release.
Business Directory	<ul style="list-style-type: none"> • A directory containing nearly 280 local businesses is being developed. This directory can be utilized to ensure that all local businesses have been approached to support CTC. • Would be helpful to have current members approach businesses they know or have a good relationship with. • Determine who has already been approached. • Need to be a process to maintain list. 	<ul style="list-style-type: none"> • Still need some contact names and numbers or emails. Email sent to executive members requesting input. • Ask Terry who she has already approached. • Ask members who they are willing to approach. • Determine how remaining businesses will be approached. • Determine process to maintain list. Designate one person to contact when new member/supporter commits. • Consider a process to approach groups (ie. Knights of Columbus, Lions, 4-H)
Placemats	<ul style="list-style-type: none"> • Katie has Adobe Illustrator available to her at BHK in Houghton and will use this to design the place mats. • Need clarification from board as to what information they want on it. • Pam obtained quotes from local businesses and web business for printing. Web based business was approximately \$1,000 cheaper. • Before ordering we need to contact local restaurants to ensure that they will allow us to put the placemats out. 	<ul style="list-style-type: none"> • Katie work on design template. • Katie needs pictures for placemat. • Obtain input from board on content of placemats. • Determine who will contact restaurants.
Youth Logo Design Contest	<ul style="list-style-type: none"> • Logo design contest for youth k-12th grades. Guidelines discussed. • Katie to develop flyer for logo contest. • Need to do contest ASAP in order to get logo on our t-shirts for Neon Night. • Logo deadline will be July 10th. • Move July board meeting to July 16th so logo can be voted on in time for printing. This will allow company to format logo and make it usable for t-shirts. • Kevin suggested giving kids a glow stick that promotes Neon Night when they turn in a completed design. 	<ul style="list-style-type: none"> • Katie designing flyer and tag to put on glow sticks. • Talk to board about moving July meeting date to 16th. • Pam to order glow supplies. • Pam to contact BCFCU, LHS, BHS, BCMH in regards to being drop off points for completed designs. • Katie and Pam to get information to Baraga and L’Anse GE programs and ask if it can be one of their activities.
Community Planning Training Promotion	<ul style="list-style-type: none"> • Work group did not feel the previous flyer targeted the correct audience or 	<ul style="list-style-type: none"> • Pam to redesign flyer. • Need dates of CPT to finalize flyer.

	summarized what the CPT was. Pam to revamp flyer to make less formal and more inviting to get community more involved in development of plan.	
Neon Night	<ul style="list-style-type: none"> • Event details are finalized. • Pam has designed flyers and brochures. Set up registration process through BCMH Rehab & Fitness Center. Set up for online registration on www.active.com is done. Included member/supporter questions. • Need to get the word out about the event. • Need to order glow supplies. Have a budget of \$1,000 for event. • T-shirt quotes requested, only one local business responded. Quote was \$6 per shirt. Turn around time is quick. Willing to work with logo. T-shirts will need to be purchased out of promotion budget. • Further discussion regarding logistics is needed, especially safety and lighting on trail at night. • Need many volunteers. Contact cops/village regarding closing road. 	<ul style="list-style-type: none"> • Bring flyers and brochures to board meeting. Ask members to help spread the word. • Pam to bring brochures to Baraga County Kids OUT-Fit event June 16th. • Pam to order glow supplies ASAP. • Pam to follow up with Bohemia Printing once logo contest finalized. • Pam to walk trail and determine safety concerns and number of volunteers needed. • Need input from board regarding lighting and supplies for it. • Pam to develop volunteer sign up sheet. • Pam to contact village/cops regarding road closure.
Website	<ul style="list-style-type: none"> • Website is live and updated regularly by Kevin. • Kevin asks input from work group and CTC members for website. 	<ul style="list-style-type: none"> • Kevin to continue with website updates as new information is provided.
Coalition Promotion	<ul style="list-style-type: none"> • Discussion was held regarding getting CTC more visible via TV, newspaper, radio and billboards. 	<ul style="list-style-type: none"> • Katie to obtain quotes on billboards. • Kevin to contact WOLF & WMPL. • Pam to contact Eagle Radio & post events on TV6 website. • Terry to contact Gazette & Sentinel
Next Meeting	<ul style="list-style-type: none"> • Meetings will be held monthly until major projects done. • Please plan to attend as attendance is crucial to the success of the coalition. 	<ul style="list-style-type: none"> • Next meeting date to be determined.

Respectfully submitted by:
Pam Dove, MS, RDN, CDE
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