

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

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

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