



re:TH!NK Meeting: Leadership Committee

Date: May 1, 2014

Location: Winnebago County Sheriff's Department

Minutes taken by: Anna Carpenter

Attendees:			
Heidi Keating	SAP, Coordinator	Brenna Root	Youth Coalition
Kristen Biese	HL	Anna Carpenter	Tobacco Prevention
Doug Gieryn	WCHD Director	Vicky Redlin	AC
Emily Dieringer	AC, Coordinator	Sarah Wright	NHFS

Topic	Facilitated by:	Discussion	Actions
Welcome/ Public Comment	Emily/Heidi		None
Coord. Report (Sustainabili ty, Grants and Funding)	Emily/Heidi/ Doug	<p>CTG: Update on CTG funding earlier this afternoon. State CTG staff just submitted and application to the CDC for a no cost extension. Best case scenario for the funding: Clearinghouse staff people are funded through March 2015 to continue supporting grantees/complete grant reporting and provide grantees funding through December 2014.</p> <p>The Clearinghouse Staff are focused on preparing Wisconsin prevention partners for post funding activities. Evaluations planned will change.</p> <ul style="list-style-type: none"> - Mini SHOW, will most likely not happen - Pedometer evaluation, optimistic it will continue 	Emily, Heidi, and Doug: continue to keep LC in the loop in regards to funding developments



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		<ul style="list-style-type: none">- "Lunch Tray Photos" and other nutrition evaluation, possible continuation- Smoke Free Multi-Unit Housing evaluations, most likely wont happen <p>Sustainability: work towards sustainability on hold until it is known what will happen with grants and were the coalition stands financially. Scenarios that were planned by the Sustainability Committee are no longer relevant to what will be needed if grant funding is no longer an option.</p> <p>Doug will have conversation with the Board of Health at their next meeting regarding possibilities for the 3 health department positions that were recently created, approved, but not filled. Budget projection for 2015 is due in June.</p>	
Coord. Report (Communications, Marketing, and media)	Emily	<p>Northwestern: mini webisodes on the NW page will launch on May 8, healthy lifestyles focused, 2 pilot episodes taped at the end of April: eatsmart! and Farm to School. In addition to the webisodes, a bonus feature story on Farm to School work at E. Cook will be published.</p> <p>eUpdate will be coming out soon, will include link to committee one-pagers, Northwestern webisodes, and the Quarterly Workshop Invite.</p>	<p>All: look for Northwestern webisodes and article and share. Watch for workshop invite, share with interested folks</p>



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Decisions and Discussion (Workshop Topic for June)	Emily/Heidi	<p>Workshop scheduled for the first week of June, originally planned to be a Poverty Plunge, but looking to have a new topic.</p> <p>Topic decided to be Marketing and Branding 101, goal is for attendees to develop transferable skills that will benefit re:TH!NK as well as partnering organizations. Aka. re:TH!NK in 2 sentences, benefits of it's programs, pitching the re:TH!NK story, writing LTEs, etc.</p> <p>Possible speakers: Brenda (Blue Door) and Alex Hummel (PR at UWO), and/or Zack Polowski (Candeo Creative) on social media/marketing.</p>	<p>Heidi: Contact Brenda at Blue Door and Alex Hummel, PR at UWO</p> <p>Emily: contact Zack</p> <p>All: spread the word about the upcoming workshop and the great benefits of attending</p>
Decisions and Discussion (Coalition Satisfaction Survey)	Emily/Heidi	<p>The survey came out of a DFC requirement, extremely helpful in planning so, it's time to do it again! Online survey through Google Forms. The group read through the survey from 2012 and discussed questions, changes, additions. The goal is to send the survey out to the coalition by the end of August... before the current AmeriCorps members complete their service.</p> <p>Lot's of discussion around the layout and questions of the survey. Some parts of the survey will remain the same, while other pieces will be updated to better reflect the current structure and work of the coalition.</p>	<p>Emily: Took note of the changes discussed, re:TH!NK staff will continue to review and make changes if needed</p>



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Decisions and Discussion (Communication Plan for re:TH!NK)	Emily/Heidi	June Workshop training on marketing and branding. Also, radio PSAs on health habits in the works.	See above actions for the workshop, Vicki and re:TH!NK staff will meet to discuss content and messaging of PSAs
Committee Activities/ Projects (Updates)	Vicki	Ran short on time, only committee update given was for Active Communities. AC: Meeting with Two Brothers, Rob, Vicki, and Ben to discuss Heritage Trail parking, bathroom, water bottle fill station near the trail head. Also, there is a possibility for a 5k of some sort (a scramble, walk, run, etc.) to take place. More details to follow.	
Next Meeting	Emily/Heidi	Thursday, August 7, 2014 at 2PM Winnebago County Sheriff's Office 4311 Jackson St, Oshkosh, WI **No July meeting**	



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