

Date: Jan. 5, 2009
 Time: 4:30pm – 5:30pm
 Place: Monticello CMMHC
 Minute Taker: Tara Freed

Attendees: Tara Freed, Mary Jo Cobb, Sara Dahlquist, Cecil Huston (by phone)

Agenda Topic: Review and Approve last month's minutes

Approved by: MJC

Second by: Tara

Agenda Topic: Announcements and Reports

Presenter: Tara

Time Slotted:

Discussion:

- Elk River Theater was running a huge sale for their cinema ads. STARS purchased 17 weeks of ads for \$300.
- STARS purchased a 1/6 page ad in the upcoming IQ Magazine. The magazine will be focusing on early childhood mental health. The gives a brief description of STARS then directs people to our website.

Action Item(s):

♦ None

Person Responsible:

Deadline:

Agenda Topic: Old Stuff

Presenter: Tara & Sara

Time Slotted:

Discussion:

- Tara handed out the revised "Communications Committee Description" that we will use for committee recruitment. Tara will make one small change and email out.
- Sara updated the committee on her youth campaigns. The communications class at St. Benz/St. Johns will be entered in an ECCO award. Their slogan was "Get Connected – Mind Your Health." It was extremely successful! ... Albany will be doing a campaign on self-esteem. The Boys & Girls Club will be starting/planning a campaign soon. The Monticello High School is still trying to get Paul Jones (Bi-polar boy) here – Hanna from our Governance Board is heading that up. Sara will also connect with Sartell Community Ed to pull something together.

Conclusion/Recommendations:

- Congrats to Sara and the great youth campaigns!

Action Item(s):

♦ Tara will send everyone the committee description and campaign description to distribute

Person Responsible:

♦
♦

Deadline:

♦
♦

Agenda Topic: New STARS website

Presenter: Tara

Time Slotted:

Discussion: Tara showed the committee the new STARS website and its features. Same address as before – www.StarsNetwork.org. New features include: many hyperlinks to different SAMHSA sites, calendar, online training registration, message board. Suggestions: Add more pics on the youth page, get approval for all posts on the message board, post a message that we will not sell emails from registrations.

Action Item(s):

- ◆ Send out an email and a press release to announce the launch

Person Responsible:

- ◆ Tara

Deadline:

- ◆

Agenda Topic: Awareness Day Activities and Campaigns

Presenter: Tara

Time Slotted:

Discussion: This year SAMHSA has given system of care sites the same campaign message that they want to be delivered for Awareness day/month. It is “It’s more than... (a phrase, for example, a bad mood) Children’s Mental Health Matters.” STARS will have this message designed and created to be put on all of our advertisements: cinema ads, billboards, bus ads, bathroom ads, posters, etc. This message should be delivered starting now until May 7 – Children’s Mental Health Awareness Day.

Action Item(s):

- ◆ Tara will look into getting bathroom ads and radio PSAs as well as our normal advertising mediums.

Person Responsible:

- ◆

Deadline:

- ◆

Agenda Topic: Communication Plan

Presenter: Tara

Time Slotted:

Discussion: Vanguard Communications reviewed our Communication Plan and sent suggestions. The corrections need to be made by Jan. 20.

Action Item(s):

- ◆ Tara will make revisions and bring revised document to committee

Person Responsible:

- ◆

Deadline:

- ◆ Next meeting

NEXT MEETING Date: Feb. 2, 2009 Time: 4:30pm Place: St. Cloud CMMHC