

Communications Committee

St. Cloud CMMHC

4pm-6pm

12/1/2008

Committee Minutes

Members Present: Tara Freed, MaryJo Cobb, Cecil Huston, Christopher Hoa

Agenda

1. Introductions
2. Updates
 - a. Website
 - i. Right now our website has been written and is being edited by an outside copy editor. That should be done by the end of next week – it will then be sent to the Web designers.
 - ii. The launch date for the website is Jan.
 1. Next steps to launch date:
 - a. Input all the copy
 - b. Install programs
 - c. Fix bugs and train STARS staff
 - b. Newsletter – Tara and Larry are working on a newsletter that will be sent out in mid Jan.
 - i. Audience: Schools
 - ii. Goal: Increase SOC understanding and increase involvement
 - iii. Text and graphs were sent to graphic designer last week
 - c. Youth Campaigns – Tara and Sara are working to get into the schools to help youth develop and implement mental health awareness campaigns. Tara has had a really hard time getting into the Elk River School District. Right now, only 2 schools from Elk River are participating, the other two are from Wright County.
 - i. Tara – four active schools (2 in process)
 - ii. Sara – 3 active schools (2 in process)
3. Budget – Tara went over the budget for the committee.
 - a. Last year's budget (\$80,000) – Spent (\$60,000)
 - b. This year's budget (\$80)
 - c. Carryover – \$1.3 mil
 - i. Current social marketing carryover request (\$40,000 to make \$120,000)
 - d. Breakdown on big budget items:
 - i. 3,000 for consultants (web designs, graphic design, copy editing, etc)
 - ii. 40,000 for advertising (3,000 for web costs, booths, general STARS marketing; 37,000 for cinema ads, billboards, bus ads, etc)
 - iii. Outside printing – 14,500

- iv. 49,000 for programs supplies – 15,000 for general marketing; 16,000 for 2 Family Fun Days, 15,000 for youth campaigns, 3,000 for giveaways.
 - v. 11,000 for trainings.
4. Next year's goals/plans
- a. SAMHSA requests
 - i. Add enrolled families into social marketing
 - 1. Tara will work with Terry to figure out how we can do this.
 - ii. Develop consistent message
 - 1. SOCO – this is currently being worked on by parents and youth.
 - iii. Create a strategy to develop the importance of social marketing to families and county case managers
 - 1. This is yet to be done
5. Committee time/location/date
- a. Tara asked the committee if this should be a “meeting by need” or if we should keep it on our regular schedule. The census was to keep it on the regular schedule and then cancel if needed.
 - b. Tara also talked about the need to recruit more members
 - i. Tara will develop a description of what the committee does and is responsible for, and then current members will distribute

Next Meeting:

Jan. 5, 2009

4:30pm

Monticello CMMHC