



Meeting Agenda

Participants: Tara Freed, Les Green, Chuck Czech, Mary Christen Czech

1. Welcome and Introductions
2. Announcements and Reports
 - a. Wristbands – Tara ordered 10,000 more “Health from Head2Toe” wristbands. About 3000 have already been claimed.
 - b. Handout from Trisha – In the most recent Sauk Rapids-Rice School Newsletter, Superintendent Greg Vandal wrote an article about being a para for a day for Trisha’s son (Reid). The article praises Reid for how quickly his mind moved, how independent and determined he was and how it was a genuine delight to be with Reid for a day... yet, Greg did not actually identify Reid for fear that he might be unfairly categorized or stigmatized.
3. Old Business
 - a. Radio – KNSI May 15 – STARS was invited to be on KNSI to talk about STARS and stigma on May 15 with the Ox. Bill and Sandie were the STARS reps who spoke on the radio.
 - b. FFD – May 3
 - Costs
 1. Mary - \$630; Tara - \$3300; Sara - \$4131 – The cost of the FFD was about \$8000. Approximately 1000 people attended – so about \$8 per person was spent. However, we also received a ton of match that hasn’t been calculated yet. We are hoping to go cheaper for the next FFD which is tentatively set for Oct. 11 in Monticello.
 - Evaluations
 1. Tara passed out evaluations from FFD. The first were evaluations of the day and then suggestions that were written in. Most of the suggestions were to have more kid activities so that there are less lines.
 - c. Bookmarks
 - Tara asked the committee if she should order more “Healthy from Head2Toe” bookmarks. STARS just ordered more wristbands and Tara thinks it is a good idea to always pair the two together when distributing to kids.
 - The committee thought that it is a good idea to buy more, but only if they are changed a little bit so that the same ones are being distributed to the same kids.
 1. Tara will redesign the bookmarks to match the wristbands and will add different “tips” to the back.

4. New Business

- a. Les Green – CLC in STARS marketing/materials - There have many questions relating to cultural and linguistic competency in STARS marketing/materials. In one of the last grant team meetings, it was proposed that STARS not release anything that does not show a diversity of cultures. Tara asked Les to attend the meeting to talk about this issue.
 - Les talked to the committee about how children of color learn by the age of 3 that white children are superior. He also talked about the “Brown eyes/Blue eyes” experiment and how people of color weren’t even used in advertising until the ‘70s.
 - Tara asked about his feelings about marketing materials such as our billboards, where many different cultures were used, but they are still seen separately. Les felt that this is not what STARS should do. If we use one person in our advertising it should be a person of color.
 - Mary said it may just be better to avoid 1-person posters.
 - Les said that it is also very important to be multi-cultural when promoting or inviting to STARS events – like the FFD. He said that it would be beneficial to talk to marketing professionals who have experience in this – like Steve G. from Coborns.
 - Chuck said that as an advertiser the most important question to ask is “Am I being inclusive.” We don’t want to exclude white children from our one-person posters, especially in our area.
 - Tara said that this would be a great thing to take to the town hall meeting – so she can get more perspectives. She was also told to talk to Slumberland, St. Cloud State, and Arron Brossoit.
 - Les said that it is important to always have a rational response for marketing actions – and that is most important.
- b. Next FFD
 - Tara said that the tentative date is Oct. 11 and she is thinking about having it in Monticello – possibly the high school.
 - Changes/lessons learned: more kid activities and something for teens? The committee thought that we shouldn’t put too much energy into the teen audience because they aren’t our focus for this event – maybe a different event could be developed for teens and parents.
 - Making things cheaper: Tara said that at the next meeting we want to discuss how to make this event cost less.
- c. Newsletter – tabled until next time.

Meeting Adjourned: 5:50pm

Next Meeting: July 7, 2008 Monticello CMMHC – 4:30pm