

## PR Committee Meeting Minutes

July 25, 2017

Present: Tom Clemons, Lorrie Lewandowski, Chris Streidl, Britni Fackler, Jessica Schmitt, Amanda Moser, Christen Giblin, Terra Davenport

The meeting started with Amanda giving an update on the ads that had been submitted since the last PR Committee Meeting (Wood County Fair Book Ad, At Home in Wood County Ad, Rossford Record Journal Progress Edition Ad, 2017 National Tractor Pulling Championships Program Ad, and Class of 2017 Ad).

Next, Amanda explained the project that she did for PTSD Awareness Month in June. She explained that she created 2 different PTSD posters, which were distributed to libraries and ice cream shops throughout Wood County. She explained that this year the goal was to spread general awareness of PTSD to the public, which was different from what was done last year. Last year PTSD brochures and flyers were printed and taken to places that veterans might frequent (such as VFW's and gyms). It was pointed out by Chris that some of the information on the posters was incorrect/didn't make sense. Amanda explained that the information on the posters were from credible sources, however she will look at materials more closely in the future before distributing.

Furthermore, Amanda explained that Recovery Helpline 211 flyers were delivered to 17 churches in Wood County (10 flyers were distributed to each).

The next item to be discussed was the Drug-Free Workplace Community Initiative. Amanda said that she attended the Technical Assistance Course and that Working Partners developed a policy for NAMI Wood County. Jessica explained that the policy is copy written by Working Partners, so we do not have rights to the policy. Furthermore, it was explained that if NAMI Wood County needs to revise the policy, then they must go through Working Partners to make those revisions. It was suggested by Jessica that we consider other vendors/businesses that could provide us with drug-free workplace services. Tom said that there might be some legal issues around the policy being copywritten, and he will look further into that. In regards to sustaining the Initiative, it was suggested that Amanda talk with the businesses and find out their needs moving forward. Furthermore, it was suggested to give businesses some sort of evaluation to assess their needs. There was some discussion about spending the remaining grant dollars. Some of the ideas discussed were brochures, videos and training stipends. No final decisions to spend the remaining grant dollars were made at this meeting. Some ideas for video topics were: response to opiates, outreach to people with mental illness, and outreach to businesses. It was suggested to have a meeting in a couple weeks to make final decisions to spend the grant. Until that meeting, Amanda said that she will get more information about the videographer (price comparison, video quality, etc.) recommended by Terry Rentner.

It was noted that Tom or someone from the WCADAMHS Board should go on The Morning Show with the monthly speaker from now on.

Amanda passed out copies of the marketing plan for FY 16-17. She explained that the completed items have green checkmarks beside them. There was no discussion about this.

Amanda then passed out copies of the new marking plan for FY 17-18. She explained that the items in red were the ones that she felt could be removed from the old plan. She explained that by freeing

up some of the dollars, she would like to look into mobile ads or online advertising. Amanda said that some her ideas were to place ads in online newspapers, create a mobile app, create a snapchat geo filter, advertise on Waze, etc.). She included all of these options on the pricing chart which was handed out. Chris asked if Amanda had any app stats from local online news sources. Amanda said that she does not, but will contact some people to acquire them. Britni suggested something called Clear Channel. The option to directly mail every resident in Wood County was also brought up, however it was decided that it would be too expensive to do this. Amanda said that it had been brought to her attention by Tom that the Perrysburg Messenger has a monthly Perrysburg Area Chamber of Commerce page dedicated to spotlighting Perrysburg Ara Chamber of Commerce members. She explained that this ad would reach more than 13,000 Perrysburg Messenger readers and only costs \$58/month for a 3.25" by 4" ad (minimum 6 month commitment). It was decided that she will move forward with this and start placing an ad in this publication. Tom mentioned that he really thinks the At Home in Wood County publication is important because it reaches a majority of Wood County residents. He suggested that we consider having a larger and more prominent ad in this publication. Amanda said that she will contact the person in charge of this publication to see what options are available. Tom also said that we need to have 211 everywhere with the phrase "Know someone with heroin problems? Call 211". Amanda said that she will send an electronic copy of the marketing plan for FY 16-17 and the new plan for FY 17-18 to the PR Committee. Amanda also agreed to present the new marketing plan for FY 17-18 to the WCADAMHS Board on August 28<sup>th</sup>.

The last item discussed was the upcoming Wood County Fair. Amanda said that she and Christen had set up their schedules to occupy the booth this year. In addition, it was announced that board staff had a schedule to help at the booth too. Chris suggested that we have a duck game to draw people to the booth. Christen made the point that using water in the game might cause a slipping hazard, so she cautioned against it. It was decided that cellophane could be used instead of water.

The date for the next PR Committee Meeting was not set, however Amanda said that she would send out a doodle poll to determine a date to meet and finalize the grant expenditures.

Respectfully Submitted by Amanda Moser