

## PR Committee Meeting Minutes

January 29, 2018

Present: Tom Clemons, Aimee Coe, Chris Streidl, Jessica Schmitt, Amanda Moser, Christen Giblin, and Rachel Habowski

Tom discussed the upcoming inner-faith forums (February 6<sup>th</sup> and 8<sup>th</sup>). Jessica said that both NAMI Wood County and the WCADAMHS Board will have tables at the events. In regards to expanding the reach of MHFA Trainings, Christen suggested Kiwanis might be a good group to contact for a training. Tom said that he will propose the training to the Bowling Green, North Baltimore, and Perrysburg Rotary Club.

Regarding PR Updates, Amanda passed out handouts of advertisements that she had already submitted (Perrysburg Messenger and Rossford Record Journal Ad, Perrysburg Messenger Ad (Chamber of Commerce Page in November, December, January, and February), Holiday Greeting AD, Don't Drink and Drive New Year's Eve and Super bowl Ad, Connect! Magazine Ad, and Here's My Card 2018 Business Directory Ad. There wasn't any discussion regarding the advertisements that were already submitted. Amanda asked everyone to review the Timeline Ad and the Progress Ad, because she explained that these ads have not been submitted yet. The only changes to be made to the Timeline Ad were that it should read, "Thank you for 50 years of support!" and it should include the new WCADAMHS logo. In regards to the Progress Ad, Tom suggested that the ad includes the new Wood County ADAMHS logo which has "Alcohol, Drug Addiction, and Mental Health Services Board" all spelled out. Furthermore, Christen suggested that "services" be taken out of the first bullet point. Jessica suggested that a bullet point be added which reads, "Support and education for individuals and family members". Chris said that the lines which pertains to schools could be condensed into one line to read, "Substance abuse prevention, counseling and crisis services in schools". Furthermore, "for adults with mental illness" should be deleted from the second to last bullet point and "for males" should be deleted from the last bullet point. Amanda said that she will make those revisions to the ads and submit them to be published.

Rachel reported that she has distributed a total of 600 coasters to restaurants/bars in Bowling Green and 1,060 coasters to restaurants/bars in Perrysburg. Among the restaurants/bars in BG were Grounds for Thought, Easystreet Café, Call of the Canyon Café, Kabob it, Sam B's, A Taste of Amish Deli, City Tap & The Attic. The restaurants/bars in Perrysburg were Fricker's, Jed's Barbeque and Brew, Social Gastropub, Blue Pacific Grill, Bob Evans, Lamplight Café and Bakery, Fat Jack's, The Displaced Chef, Quarter's Bar and Grill, and Ralphie's Sports Eatery. She also said that The Mail Pouch in Haskins took some coasters too. Some suggestions of locations to distribute the rest of the coasters were: Kiwanis, VFW's, Elks Club, Perrysburg Rotary Club, BG County Club, and Exchange Club.

Amanda reported that the "dealing with the holiday blues" radio PSA played at the end of November and beginning of January. It played 44 times and had a total of 115, 800 impressions. She also reported that she distributed the 211 tear-off flyers to all 13 libraries in Wood County. Lastly, she said that the Drug-Free Workplace Video has been sent to the production company

for editing. Katie Lemke from Working Partners said she will keep Amanda updated about when will we get the draft of the video to approve.

As for PR/Advertising Opportunities, Amanda reported that she e-mailed (then follow-up called) all the athletic directors of the schools in Wood County. She said that few people have contacted her back. Aimee suggested reaching out to school principals, since maybe the athletic directors aren't in charge of the advertising. Tom suggested that Amanda contact Kyle Clark to ask how to go about advertising in schools (because perhaps he has some good contacts?). Since we are already advertising in the Perrysburg Messenger, it was decided to pass on the Welch Health and Wellness advertising opportunity. For the Prime of Life (Edition in Sentinel Tribune), it was decided that Amanda will reserve a quarter page ad. Furthermore, instead of the BG Health Magazine (scheduled for March), it was decided that Amanda will look into reserving a leaderboard ad on the Sentinel Tribune website instead. This leaderboard ad should be placed sometime in March. The next opportunity discussed was the event for the Week of Appreciation. It was decided to go along with Tom's suggestion, which is to go to city/township council meetings and present certificates and awards to first responders of the opioid epidemic. He mentioned that the 3 commissioners could split up and present the awards. He also suggested to contact Belinda and Ryan from ARC for assistance with this project. Amanda said that she will start compiling the dates/locations of these city/township council meetings.

In regards to the topic of measuring the PR Plan, Amanda said that she has been working with Rachel (communications/marketing intern) about how best to do this. She said that the group needs to start by establishing goals of the marketing plan. Tom said that some goals would be recognition of what the WCADAMHS Board is/does and making the WCADAMHS Board a household name. He also said that he will talk to BJ Fisher about the survey that was created and distributed a while back. Amanda said that since they have established goals, she will work with Rachel to find appropriate Key Performance Indicators (KPI)'s to measure each of those goals.

The topic of creative messaging (prevention, treatment, recovery) was tabled until the next meeting because there was clarification from Tom Kiger needed.

Tom said that examples of all PR items should be included in the budget proposal.

There were no questions/concerns stated.

Amanda said that she will send out a doodle poll to set the date for the next PR Committee Meeting.

Respectfully Submitted by Amanda Moser