



Montcalm Prevention Collaborative  
Communications Team (CT)  
Minutes – June 12, 2020

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***LOCATION: ZOOM MEETING ~ 9:00 am***

Welcome & Call to Order: *Jodie, Mindy, John*

Public Comments: *None*

1) Website

- a. How do things look? Can we begin driving people to the website? *We are ready to drive people to the website. In our ads, etc., please add our website address and invite people to visit us.*
- b. Online Forms *Nicely done. We now have "Contact Us" and "In-Kind" forms on our MPC webpage. They just need to do some adjustments to Jodie's email address but the forms are usable now.*

2) Media Campaign(s) – Through September

- a. Comcast options *Media campaign on Vaping in June; Drop Box medication disposal in July; and Marijuana in August. These are going out through both digital and streaming TV, Waiting on payment before beginning.*
- b. Other Venues for media messaging – *We are looking at billboards and radio advertising, as well.*
- c. Topics – *Reviewed the Comcast themes and discussed keeping the same themes through billboards and radio. For radio, however, we will focus just on vaping and marijuana with two campaigns.*

3) MODA Grant ---

- a. Display materials? – *Talking about display boards for community events for youth to use at Parent teacher conferences, etc. Also securing Tablets for surveys and gas cards for incentive drawings to encourage the surveys being completed. Jodie will ask Spectrum where they get theirs from. John will put the grant together.*

4) Remaining Budget - *\$57,500 left to spend before the end of September – After current encumbrances we have \$48,300 unspent. Jodie took us through a list of projected expenses. \$8,000 still available to spend. Discussion on billboards purchase and expanding the reach into other parts of the county.*

Next Meeting is July 10, 9:00 am on Zoom or at the MMDHD office in Stanton.

NEW CONTACT INFORMATION: Chantel – [Colschanski@mmdhd.org](mailto:Colschanski@mmdhd.org) – 517-672-1245  
(phone numbers are temporary) John – [JKroneck@mmdhd.org](mailto:JKroneck@mmdhd.org) – 989-831-8730