



Montcalm Prevention Collaborative
Communications Team (CT)
Minutes – July 10, 2020

LOCATION: ZOOM MEETING ~ 9:00 am

Welcome & Call to Order: Jodie Faber, Mindy Train, Ray Holloway, John Kroneck

Public Comments: *None*

- 1) Marketing our Teams / Collaborative – do we add Team identification to each publication?
For branding purposes, that is – not diluting our name, we will use only the MPC identify info on our publications for events – not the individual team. Specific publications, such as the Case Statements, will still utilize the team names along with the MPC info..
- 2) Website
 - a. How do things look? *We are ready to drive people to the website – Lisa Cloman will be added to board as secretary.*
 - b. Online Forms – *Case Statements have been added. Our donation button still needs to be added. To do so we need the ssl certificate from Andrew at the health department. John will follow up with Andrew. Will take fee from Project Success grant.*
- 3) Media Campaign(s) – Through September
 - a. Comcast Update; Digital Report – *reviewed the document sent. We will need assistance in deciphering the report.*
 - b. Billboards – *Posted, Mindy saw it out by Lincoln Lake. Looks good.*
 - c. Topics – *We decided to keep the billboard themes consistent with the video messages suggested by our youth team.*
MEMBERS: We need to check Getty Images for picture options regarding the next billboards. Jodie has resent the link to Getty Images for us. Our next theme is Underage Drinking. Also, we decided on locations to be on M-57 by Lincoln Lake, M-46 by Howard City and M-57 by M- 66. The month after this our topic is on Cannabis. (While we are searching for an alcohol image on Getty, we can also suggest an image or 10 for cannabis.) We also need to choose a slogan for the billboards.
- 4) MODA Grant ---
 - a. Update – *John will put together a grant application.*
- 5) Remaining Budget – *There are no concerns at this time. Still need June’s balance which is expected around the 14th.*

Next Meeting is **Tuesday**, August 11, 9:00 am on Zoom or at the MMDHD office in Stanton.

NEW CONTACT INFORMATION: Chantel – Colschanski@mmdhd.org – 989-831-3660
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