

Kalamazoo Wraps
Integrative Action Team Subcommittee Meeting Report

Subcommittee: Social Marketing

Date: 9/19/07

Name of Attendee	Organization	Contact Information
Carolyn S	WMU	
Arlene F	KCMHSAS	
Renee H	KCMHSAS	
Rebecca C	KCMHSAS	
Dianne S	ASK	
Janet J	GKUW	
Andy A	Parent	

If additional input was sought in the community (i.e. youth, families, organizations, etc...) please describe: N/A

Topics Discussed:

The Minutes were approved from our last meeting on 8/15/07.

Newsletter Submissions:

The theme for the October/November PBLs. Everyone is invited to brainstorm content ideas for future issues, and e-mail Renée.

New dates for the SM meetings:

Everyone was asked to submit the times and dates that work best for them. The meeting dates need to be changed, as there are other meetings, such as IAT.

3rd Quarter Social Marketing Activity

We participated in the Kalamazoo County Fair Kids Expo, Monday and Tuesday, August 6 & 7, 11 am to 5 pm, at the Hazel Gray Bldg, on the Kalamazoo County Fairgrounds. The cost was \$75.00 for a booth. We shared marketing materials and promotional items. (Contact is Linda C) We made three new contacts. THANK YOU: Jackie, Zac, Janet, and Sharon! We will participate again next year.

Bronson Health Fair:

We participated in the Bronson Health Fair on Saturday, September 8, 10 am - 3 pm. Thank you to all those who volunteered. We will definitely do this again next year.

Renée spoke to with Lisa B and Marty C, who coordinate the "Respecting Differences" Diversity Training Events, held annually at Chenery Auditorium. They already have a speaker selected for the event in 2008. Lisa thinks we can donate \$200.00 for the flower arrangement and have a KW table at the event next spring.

Renée spoke with Nancy about KVCC's Diversity Day Event at KVCC on March 21, 2008. We will participate in this for \$25.00 for a booth.

Strategic Planning

Renée has been working with Michelle H to create a strategic plan for Social Marketing and will present what they have created at our next meeting.

Conclusions Reached: See Notes and Action sections

Recommendations to the Integrative Action Team: N/A

Actions:

Who	Task	By What Date
Renée H	Collect dates available for the SM meetings and will present the best dates and times to the SM workgroup. Pursue the SM events we have discussed and present more details as the dates approach. Continue to work on the SM Strategic Plan and will present to the SM workgroup. Complete the SM budget and present to the SM workgroup.	10/17/07?

Submitted by: Renée H

Date: 9/19/07

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