



Red Wing CHI Council Meeting Minutes

Date: 11/5/09

Time: 7:00 p.m.

healthy kids

healthy families

healthy communities

Attendees: Dave Borgen Susan McCammon Julie Hatch Stacy Larson

The meeting was called to order by Dave. Due to the limited number of participants the meeting was conducted with an open discussion format.

Key Discussion Items:

Council Meeting Times

The council meeting time was moved to the evening after there was low attendance during the afternoon session. By moving it to the evening, they hoped to accommodate more schedules and grow attendance.

We will plan to have another evening meeting the first week in December. In preparation for this, we will prepare to advertise in various ways:

- ❖ Letter to the Editor in Local Paper
- ❖ Community Events News
- ❖ Public Access Channel
- ❖ Signs on Bulletin Boards
- ❖ Email Blasts
- ❖ Church Bulletins

It was suggested that we consider providing food for the next meeting.

Open Discussion

The group discussed the need for promoting excitement which would hopefully encourage involvement in the Red Wing Council. Following are the highlights of this discussion:

- ❖ Council Strategies (How can we invite others and gain interest?)
 - Layout Key Sectors
 - It was recommended that we layout key sectors of the community and identify the individuals from those sectors that are currently involved and represent the sector. If there is not a council member from that sector, we will search out an individual for a term which is defined as 1 year.
 - Once those individuals are identified, the council leaders will go out and meet with them individually. The focus of these meetings will be to discuss the strategy for reaching others within their sector and their communication plan for passing along information and encouraging participation.
 - Change Council Construction

- Dissolve the sub-committee structure. When planning events and action items, involve the entire council and assign responsibilities instead of dividing activities amongst sub-committees.
- Discussed what the Cannon Falls council has been doing which has made participation successful.
 - Per Julie, the Cannon Falls council has done many little things. She shared the “informational business cards” that were recently handed out at the CF Winter Sports Registration meeting.
 - Discussed the CF Halloween event where they handed out CHI magnets to the kids. Dave mentioned that the Red Wing downtown trick-or-treat event was a huge success and this is something that we could be involved in.
- Build up positive feel within the community towards CHI. Promote involvement.
 - Doing CHI presentations at churches and local organization gatherings to promote awareness. Organizations include Lion’s Club, Hope Coalition, etc.
 - Providing literature/insert in church bulletins.
 - Distribution of a monthly newsletter.
 - Informational email blasts to local master contact list.
 - Holiday Band/Choir Concerts/Sports Events
 - Include inserts in programs or have flyers available at events.
 - Pursue the possibility of getting our logo and contact information added to programs.
 - Have flyers available and posted at public places such as the YMCA, workout centers, Movie Theater, etc.
 - Have informational cocktail napkins created and give to local food establishments to hand out with beverages. Ex. Applebee’s

❖ Target Group

- This group has dissolved. There were 135 kids involved last year and now there are none. This is mainly due to the fact that there is no director/leader for the program. The director position is a non-compensated position which led to a lack of willingness to take on this job.
- It was mentioned that the status of the Target group has hurt participation on the council.
- The school will be migrating to a Block Scheduling format next year so we hope that this will allow kids more time to participate in the Target program.
- There are many kids that are college bound who are looking for programs to volunteer in. We hope that this will encourage participation in this program.

- Many kids are not aware of the Target group. We need to re-introduce the program and communicate it out to the students.
- Dave asked if the Target program is something that we as the council could take on. Per Julie, this is something that we could lead. Meetings were and would be conducted during the school day.
- ❖ Event Participation & Programs
 - Holiday Stroll – Friday November 27, 09
 - The high school group provides and serves hot dogs and beverages at the event. It was discussed that we would ask if they would also hand out CHI flyers and informational business cards. Target kids previously partnered with Halstroms Floral.
 - Prom
 - This year the format for the prom will change. They will have the dinner and the dance locally at Mississippi National. Students that purchase tickets and wish to attend prom need to attend both the dinner and dance. Previously the students would go out of town for dinner and there was a huge concern and risk with students driving between the dinner and dance.
 - Per my previous conversation with Dave, they handed out cards to the “prom” associated businesses so that they could give to the youth in the community.
 - River City Days
 - Participate and hand out information at event. (Flyers and informational cards)
 - Sticker Shock Campaign
 - Julie explained the campaign. We would make up stickers that state “We do not serve teens alcohol” and place stickers on containers in the liquor stores so adults will stop and think before buying for minors. This is an evidence based program.

Meeting Wrap-Up

- ❖ Dave will work on scheduling the next meeting for the first week in December. Advertising this meeting will be pursued through various channels as mentioned above.
- ❖ Dave will create an email that will go out to current council members, as well as, prospective individuals. Stacy will work on gathering email contacts which will be used for the email blast.
- ❖ Julie will order informational cards and get sign-up flyers/inserts. Julie will touch base with Bucky to get the information for the business cards.
- ❖ Holiday Stroll participation. We will get flyers for handing out at event and organize it with the high school group.