

MEETING MINUTES

MEETING TITLE: Knowsmoke Coalition

DATE & TIME: Monday July 25, 2016 9:30-10:30 am

ATTENDEES: Cyndi Powers (MCHP); Joy Evans(HCC); Rodger Starring(GE Aviation); Rachel McCoy(MCHP) ; **Missy Gallegos(Public Health); Aimee Taylor (McCleas Clinic)**

Welcome and Introductions – Missy called the meeting to order at 9:05

Approval of Minutes – June Meeting Minutes were approved by all coalition members present.

2016 Knowsmoke Zombie Walk

- Youth Collaboration meeting updates- Coalition members meet with the YAC students 2 times to go over details of the walk and decided on Saturday Oct. 15 in Hackley Park downtown Muskegon
- Budget – A budget team has been developed to work on donations and funding opportunities to support the 2016 walk.
- Schedule 2016 Zombie Walk Volunteer meeting for August 31- The larger Community/Volunteer meeting will take place on Wednesday August 31 @ the Lakeshore Convention and Visitors Bureau. Community members will be asked to volunteer the day of the walk or in the planning stages and will also have the opportunity to donate funding toward the walk expenses and will get their name on the back of the 2016 Zombie Walk t-shirt.
- Venue update – The walk will take place on Saturday October 15, 2016. Students have decided to have 1 large tent with 10 smaller tents around the park. Each tent will have a dramatic scene displaying the bad effects of smoking tobacco and new this year, e-cigs. The focus will still be trying to encourage our youth to be the next Smoke-Free Generation.

4. Knowsmoke FB/Webpage – Rachel is taking the lead on developing a Knowsmoke Zombie Walk Media team that will work with Revel Marketing to update the Knowsmoke Zombie Walk Face Book page. Rachel will hold a Media 101 meeting each month and has asked that the coalition members help with FB posts and ads. This will help increase the traffic to the Zombie page.

Revel Marketing will change the existing Zombie Walk webpage and convert it to the Knowsmoke webpage that will focus on all the Knowsmoke achievements and coalition information and have the Zombie Walk as a "tab" under this website.

Members will develop a calendar to schedule posts not only promoting the walk but with uprising smoking related issues.

Next Meeting: August 22nd at 9:30-10:30 at the Coffee Factory Muskegon, 930 Michigan Ave, Muskegon, MI 49441

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