

MEETING MINUTES

MEETING TITLE: Knowsmoke Coalition

DATE & TIME: July 27, 2017 9:30 a.m. – 11:00 a.m.

ATTENDEES: Cyndi Powers(MCHP); Rachel McCoy(MCHP); Aimee Taylor(Mercy Health);Melisa Dove(MFC);Joy Evans(HCC); Missy Gallegos(Public Health);Roger Starring(GE Aviation);Amy Forward(Access Health); Ashley Podern(Mercy Health)

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

Sponsorship Tiers – Sponsorship tiers were shared with coalition members (see attached Sponsorship Levels). Aimee would like to add a lower sponsorship level so that the community would feel comfortable donating smaller dollar amounts less than \$50. Members discussed the sponsorship levels and what the perks will be. A Facebook post was suggested to recognize friends/family donations and possibly an album. A Facebook ad with walk details will be developed and posted. And an ad will be developed for all Gold sponsors as a thank you. Roger suggested the dollar tiers needed to be reconfigured to accommodate all dollar levels.

Letters of Sponsorship –Coalition members were asked to think of any business owners they think would be willing to support the Knowsmoke Zombie Walk. Members will adjust the top paragraph to fit the business owners request. Roger suggested that we ask all downtown businesses to support the walk either in dollar amounts or to promote the walk on their webpage and display a poster to show support. It was suggested that we develop a "We Support the 2017 Knowsmoke Zombie Walk" poster for business owners to display in the window and hope that this will generate some interest. Joy suggested that we contact MCC to support the walk due to the new building going in downtown.

Updates on coalition members "To Do list"-

(Please see attached To-Do list) This year we will do a Round Robin where we ask different agencies to attend the walk and promote their agency and what they can offer to help promote a Smoke-Free Generation. We will have each walk visit each agency table to become eligible for prize drawings. Cyndi will give all members "coming soon" flyers to pass out. Missy changed the times for the poster to reflect the details and get that to Revel before printing. Missy will work on the Eventbrite site and get the URL ready for Revel so they can put it on the posters and flyers. Joy would like us to add, Follow us on Face Book @ Knowsmoke Muskegon, to the flyers. There will not be a separate Zombie Walk Face book page. We have 1 Knowsmoke webpage and 1 Knowsmoke Zombie Walk website that is connected to the Eventbrite registration. Missy will put together a Youth Sponsorship Tier letter so the youth incentives are consistent. Cali's youth group will go to the schools to distribute promotional materials. Aimee/Rachel will meet with the students and explain the expectations and requirements. Callies group has to do this work as a part of a requirement, so we should not feel we have to give them any incentives. Missy and Joy will work on the Youth tiers that would be in the best interest of the students. Joy suggested the ear buds for incentives.

Volunteers- in the past we have always left our volunteer ask till the end and this year we would like to search out volunteers earlier. The next meeting will focus on volunteers and job duties that will include the number of volunteers needed for each job. We will put a cap on the number of volunteers and will work hard to have an assigned job for each and every volunteer the day of the event..

Social Media Promotion- The media team shared a social media calendar they developed. They scheduled the whole month of July scheduled. They would like to have suggestions so if you see something that would interest the community, send this to aimee or Rachel. Aimee will post the coalition members / bio to the Knowsmoke page.

Next Meeting: August 28, 2017 at 9:30am -11:00am @ the Coffee Factory, 930 Washington Ave., Muskegon, MI 49440