

MEETING MINUTES

MEETING TITLE: Knowsmoke Coalition

DATE & TIME: November 13, 2017 10:15 a.m. – 11:30 a.m.

ATTENDEES: Cyndi Powers(MCHP); Rachel McCoy(MCHP);Missy Gallegos(Public Health);Cinti Mwangu(Public Health); Timmy Smith(CCwestmi);Roger Starring(GE Aviation); Mary Switzer(The GYM); Amy Forward(Access Health); Aimee Taylor(Mercy Health)

Welcome and Introductions -- Missy called the meeting to order at 10:20

Revel Marketing "Ending" video: Revel marketing put together a short 2 minute video clip for all the volunteers for the zombie walk to see. A good representation of all areas of the walk where captured. All Knowsmoke coalition members enjoyed the video. The video clip will be used in all reporting to the supporters/funders for the walk and to promote the 2018 Zombie Walk.

2017 KnowSmoke Zombie Walk "The End" report : In 2016 we had 376 people registered as a volunteer or walker and 230 of them attended. At the 2017 Zombie Walk, 252 people registered and 141 walkers and volunteers participate in the walk. The data revealed that the age group 18 and over was the largest participation group and that 65% of all the walkers were students. Over 72% of all volunteers were also students. The report also shows that Muskegon Public Schools had the largest representation of schools. Go Big Reds. 98% of all participants said they felt the Smoke Free Generation message was delivered clearly. Volunteers reported that the event was well organized and they would participate in again. 100% of the volunteers said the Smoke Free Generation message was address clearly and that their efforts were appreciated. One of the comments to improve the walk in 2018 was to make the zombie walk longer. Mary suggested that we try to use the same route but to have the walkers walk a figure 8 to increases the walk but not the walk area and to use zombie music with a tempo to help slow down the walkers. Timmy suggested that we appoint the ROTC students thru the line and designated them to slow down the crowd and regulate the speed of the walkers. It was suggested that in 2018 we do school pep assemblies to do a promotional skit to all students instead of paper flyers and stickers to all students to cut down on marketing cost.

2017 KnowSmoke Zombie Walk "The End" budget: The event came in favorable to budget. Donated funds covered the hot dogs, buns, pop and other food items along with prize giveaway items. The Zombie Walk came in at \$6972 which is roughly \$2000 less than what was spent last year.

Great American Smoke Out Day- GASO: The media team posted a facebook post that you had to Simply LIKE the post, COMMENT with a tip on how to stay tobacco free, SHARE the post, and LIKE the Knowsmoke Muskegon Facebook page. Two winners will be selected at random on Nov 16th with prizes announced on our page. #FirstTobaccoFreeGeneration #GASO

Social Media Committee Update- The social media team posted a FB live post from the LC Walker Arena to thank all our Gold sponsors for their support of the Zombie Walk .

Tobacco Free Michigan Spring Conference- Tobacco Free Michigan will host the annual Spring Tobacco Conference on April 23-24 @ Muskegon Holiday Inn Muskegon. Coalition members will be asked to support hosting efforts in the form of a donation within their corporations. Donations will be used to purchase door prizes to raffle off to conference participants. Donation letters will be available at the January meeting.

Next Meeting: January 22, 2017 at 9:30am -11:00am @ the Coffee Factory, 930 Washington Ave., Muskegon, MI 49440