

GCACH Communications Committee Meeting Meeting Minutes

September 3, 2019 | 11:00 AM – 12:00 PM | Teleconference

<p>Participants (* denotes they called in)</p>	<p>Dan Ferguson*, Kendra Palomarez*, Rhonda Hauff*, Sandra Suarez*, Joyce Newson*, Carol Moser*, Rachael Guess*, Wes Luckey*, Becky Kolln*, Lauren Johnson*</p>
<p>Welcome & Introductions</p>	<p>Lauren welcomed everyone and thanked them for attending the meeting for the Communications Committee. Lauren reviewed the agenda for the meeting and the 08-06 Communications Committee Meeting Minutes. Rhonda Hauff motioned to approve the 08-06 Minutes, seconded by Sandra Suarez. Motion passed.</p>
<p>Review Updated Sponsorship Policy</p>	<p>The group reviewed the Sponsorship Policy. Changes made included:</p> <ul style="list-style-type: none"> • Adding a definition for the post evaluation report (including the number of people, expenditures, write-up stating if goals were met, request for a narrative focused on the goal, verifying funds were received for intended purpose as stated) • Eliminated table outlining when the fund distribution dates would be. Instead verbiage was included around 30-60 days when the application is received, which reduces limitations but still allows for flexibility • Verbiage in sponsorship acceptance letter to include requiring applicants submit post evaluation and expensed budget. By sending the document the applicants used funds for purposes as stated in the application • <p>Comments from the group included:</p> <ul style="list-style-type: none"> • Modify number of attendees to an estimate of attendees- as generating an exact number can be difficult • Eliminating table or leaving as a reference- there has been only 2-3 applicants each quarter, so the staff feels that an open application window is more sufficient with a quarterly review • Providing funding to local organizations vs. outside our region • Provider of the marketing materials for sponsorship recipients at events that represent ACH and branding guidelines • <p>This Policy will be placed on the Consent Calendar at the upcoming Board of Director's meeting on September 19, 2017. Sandra Suarez motioned to approve the policy, seconded by Kendra Palomarez. Motion passed.</p>
<p>Community Resilience Campaign Update</p>	<p>Becky provided an overview of the update regarding the Community Resilience Campaign and the Pilot Program. There was a focus group of about 20 people in Yakima that consisted of law enforcement, EMS, primary care physicians, etc. Questions were asked to each group and insights were derived successfully. An RFP is being developed to be sent out to recruit a media provider. The next step is to hire a media campaign specialist.</p> <p>Thoughts around the types of messaging included:</p> <ul style="list-style-type: none"> • Bounce back with love • Be kinder than necessary

Comments from the group included:

- Selection process for recruiting a media campaign specialist and having committee involvement (e.g. evaluation criteria)

Adjournment Lauren concluded the meeting by thanking all for attending. Meeting was adjourned at 11:36 am.

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