

CHILDREN AND YOUTH SERVICES NETWORK

COMMUNICATION TEAM MINUTES

THURSDAY, FEBRUARY 14, 2013, 1:30-3:30PM, CHILDREN'S MENTAL HEALTH SERVICES, 3 APPLEWOOD DRIVE, 3RD FLOOR, BELLEVILLE

In attendance:

Bonnie Perrigard, Brandi Hodge, Kellie Brace, Linda Duffy-Brown, Maribeth deSnoo, Theresa Dostaler, Wendy Anderson

Regrets:

Donna Kaye, Helene-Cadott-Gagnon, Kerry Donnell, Michael Weaver

TEAM MANDATE: The Communication Team is responsible for developing and implementing a communication plan which includes strategies for communication throughout the Network, with and between organizations and the community. Strategies will include common branding, parent/youth engagement and CYSN website. In addition, this Team responds to the communication needs of the Network, Coordinating Team, priority committees and working groups.

Item	Discussion/Motions	Recommendations <i>(things to go forward to the Network)</i>	Action <i>(including Person Responsible and Completion Date)</i>
1. Welcome and Introductions	Linda Duffy-Brown, Community Living Prince Edward, was welcomed to the group. With a total team membership of 8 organizations, with only 4 represented, the group did not have a quorum.		
2. Review of Agenda	The new template was used.		
3. Approval of Minutes	The minutes from January 7, 2013 were accepted.		

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4. Business Arising from the Minutes a) January 24, 2013 Network Meeting Summary	Maribeth reported on the highlights of the Network meeting; approval of co-chairs, Coordinating Team rep and Terms of Reference, red flag indicator survey, website preview.		
5. Work Plan a) Review and Finalize Objectives b) Plan for Website Launch c) Loyalist College Initiative	Clear Messaging/ Communication <ul style="list-style-type: none"> • Processes for communication within the Network • Clear and consistent messaging and branding through transition and beyond • Improved sharing of information • Improved awareness of Network • Improved information about services and supports VIQ - overlaps with this committee but work will happen at Resource Sharing Feedback from Network was discussed. Donna, Theresa and Wendy received Word Press training from Snap on Jan 29 th . It was decided to combine the public launch with the signing of the partnership agreement. Wendy met with a Loyalist student on Jan 25 th who had some questions about the Network.		Once all teams and committees have contributed, Theresa will update the goals, objectives and logic model – which is to be attached to the membership agreement. Work will continue on fine-tuning the website. Theresa will follow up with Loyalist on progress
6. New Business a) Signing of Membership Agreement	Wendy offered some background – name changed from partnership to membership – two membership categories - going to the Network for approval on Feb 28 th .		

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	<p>Network Terms of Reference are being revised to reflect this and other items that have arisen during transition; i.e., vision, mandates, functions, etc. and will also go to the Network for approval on Feb 28th.</p> <p>Membership Agreement Signing Event:</p> <ul style="list-style-type: none"> - ceremonial signing on banner with logos - breakfast event with media - invite mayors, councillors and members - website launch /report card release too? <p>Tagline - Commitment to working together</p>	<p>The Network will be informed of this event on Feb 28th, and asked to save May 23rd at 8-9:30am (before the May Network meeting)</p>	<p>Please see work plan attached</p>
7. Next Meetings	<p>Monday, Mar 18, 2013, 1:30-3:30pm, CMHS Monday, Apr 15, 2013, 1:30-3:30pm, CMHS</p>		<p>Please send any regrets to mdesnoo@hpedsb.on.ca Bonnie.Perrigard@HighlandShoresCAS.com wanderson@cmhs-hpe.on.ca</p>
8. Adjournment			

Activity	Details	Timeline	Budget	Person Responsible
Location and Date	April/May 8:00 May 23 rd - Bay of Quinte Country Club - Travelodge - <i>Save the date</i> sent out to members/directors			Wendy will investigate location and cost of venues as well as technology
Membership Agreements Signed		Agreements sent by:		
Invitation list	Members of the Network - Directors of Education - Directors of Social Services - Base Commander - Band Council Mayors Wardens Reeves MP MPP			Wendy/Theresa will develop invitation list and Committee will fill in contact information Network co-chairs will make some phone calls
Banner with logos				
Print materials				
Media				