

COMMUNICATION TEAM MINUTES

MONDAY, JUNE 17, 2013, 1:30-3:30PM, CHILDREN'S MENTAL HEALTH SERVICES, 3 APPLEWOOD DRIVE, 3RD FLOOR, BELLEVILLE

IN ATTENDANCE: Bonnie Perrigard, Donna Kaye, Kellie Brace, Maribeth deSnoo, Theresa Dostaler, Wendy Anderson

REGRETS: Linda Duffy-Brown, Brandi Hodge, Helene-Cadott-Gagnon (resigned)

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			Wendy will send a list of active team members to Maribeth and Bonnie.
2. Review of Agenda			
3. Motion to Approve May 20, 2013 Minutes	Motion: Donna Kaye Second: Bonnie Perrigard All in Favour. Carried.		
4. Business Arising from the Minutes a) May 23, 2013 Network Meeting highlights b) Coordinating Team Report	Highlights were reviewed Nothing to report at this time		Please refer to Network meeting minutes on CYSN website for more detail.

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<p>5. Work Plan</p> <p>a) Debrief of May 23rd Media Event</p> <p>b) Incorporation of Loyalist College Submissions in Work Plan</p> <p>c) Review of 2013/14 work plan</p>	<p>It is important that we identify common messages to keep the dignitaries who attended interested and engaged. A call to action was suggested – use 2013 Community Report Card brochure - in the process of being distributed throughout HPE. Use the media. Establish new relationships through personal contacts. Start planning for road show. Use of social media and videos. Create a member logo/link to CYSN website. Add QR code to future Report Card brochures. Website needs a spam filter.</p> <p>Please see attached.</p> <p>Please see attached.</p>		<p>Wendy and Theresa will continue work on key messages, promotional materials, youtube videos, social media, etc. over the summer months.</p> <p>All agendas will be switched from landscape to portrait for September and new template placed on the CYSN website.</p>
<p>6. New Business</p> <p>a) Community Service Expo – November 7th, 2-7pm, Quinte Sports and Wellness Centre</p>	<p>Wendy advised that the Community Service Expo working group, comprised of members of the Community Service Network, VIQ and herself, have met twice to plan. Suggestions were incorporated from service provider and parent evaluation surveys. A new focus will be placed on engaging students –</p>		<p>Wendy will pass on celebrity and transportation ideas from the team to the working group.</p> <p>Anyone on the Communication Team is welcome to join the working group. Next meeting is Thursday, August 29th, 9:30-</p>

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	<p>high school and Loyalist – to improve awareness about services and career opportunities. A brief “No Wrong Door/Warm Hand-Off” session/ demonstration will occur prior to public entry. 211 will be promoted. As always, transportation is an issue for families. Suggestion to engage a celebrity.</p> <p>Bonnie shared an article with the group about a chef at Loyalist College who is teaching young people how to cook good meals. Tied in with Food for Learning.</p>		<p>11:30am, CMHS. Wendy will also extend this invitation to members of the Resource Sharing Group who are mandated to “recommend and facilitate opportunities for resource sharing and networking.”</p>
7. Next Meetings	<ul style="list-style-type: none"> • Tuesday, September 3, 2013, 1:30-3:30pm, CMHS • Monday, October 21, 2013, 1:30-3:30pm, CMHS • Monday, November 18, 2013, 1:30-3:30pm, CMHS 		<p>Please send any regrets to: mdesnoo@hpedsb.on.ca Bonnie.Perrigard@HighlandShoresCAS.com wanderson@cmhs-hpe.on.ca</p>
8. Adjournment	Adjourned at 3pm		