

COMMUNICATION TEAM MINUTES

THURSDAY, MAY 10, 2013, 1-3PM, CHILDREN'S MENTAL HEALTH SERVICES, 3 APPLEWOOD DRIVE, 3RD FLOOR, BELLEVILLE

IN ATTENDANCE: Brandi Hodge, Kellie Brace, Maribeth deSnoo, Linda Duffy-Brown, Theresa Dostaler, Wendy Anderson

REGRETS: Bonnie Perrigard, Donna Kaye, 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			
2. Review of Agenda	Added review of Community Report Card brochure		
3. Approval of Minutes	Accepted		
4. Business Arising from the Minutes			
a) April 25, 2013 Network meeting summaries	Highlights were reviewed		Please refer to Network meeting minutes for more detail.
b) Coordinating Team Report	Nothing to report at this time		

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5. Work Plan a) Preparations for May 23 rd Media Event b) Loyalist College Initiative c) Review of 2013/14 work plan	Please refer to following work plan Deferred until June meeting. Deferred until June meeting.		
6. New Business a) Review of Community Report Card brochure	Brandi, Beverley and Wendy met with KKP on April 25 th to arrange design and printing of brochure. The proof was reviewed, typos identified and format suggestions were made. Brandi will advise KKP. The brochure will be ready for release at the May 23 media event.		
7. Next Meeting	Monday June 17, 1:30-3:30pm		Please send any regrets to: mdesnoo@hpedsb.on.ca Bonnie.Perrigard@HighlandShoresCA S.com wanderson@cmhs-hpe.on.ca
8. Adjournment	Adjourned at 3pm		

THURSDAY, MAY 23RD MEDIA EVENT, 8-9:30AM, BAY OF QUINTE GOLF AND COUNTRY CLUB, BELLEVILLE

Activity	Details	Timeline	Budget	Person Responsible
Location and Date	8-9:30am on May 23 rd <ul style="list-style-type: none"> - Bay of Quinte Golf & Country Club vvv - Travelodge <p><i>Save the date</i> sent out to members/directors and announced at Network meeting</p>	March 18 th	\$1417	Wendy will investigate location and cost of venues as well as technology Wendy and Maribeth will visit venue on May 13 th to finalize details
Menu	Continental Breakfast Buffet			
Partnership Agreement Signed	Letter signed by co-chairs Partnership agreements distributed	March 25 th By April 1 st Due April 15 th	Printing: \$825 Postage: \$110	Agreements distributed by Wendy at March Network meeting and mailed to those not in attendance
Invitation list	Members of the Network <ul style="list-style-type: none"> - Directors of Education - Directors of Social Services - Hospital CEO - Medical Officer of Health - Base Commander - Band Council - Police Chiefs - MCYS <p>Mayors, Wardens, Reeves MPs, MPPs</p> <p>Maribeth provided a sample to Wendy. Need a place on the invitation for people who are meant to sign (two separate invitations for those signing and those representing)</p>	Wendy will create something, will come from the co-chairs "This is a media event to represent your organization and commit to the well-being of children youth and families in our community. Please attend or send a delegate". Members will sign and then partners will sign.		Wendy will develop an invitation list. Committee co-chairs will make some phone calls.

RSVPs	What will timeline be? (RSVP) Wendy can let key players at organizations know.	May 16 th		Wendy
Nametags	Wendy will create name tags for RSVPs Welcome desk Get Breakfast when enter then sit down at table		Misc. Office supplies: \$444	Wendy Co-Chairs and Wendy
Pens with Logo	Include web address		\$481	Wendy
Banner with logos	Theresa to create banner with member logos Could possibly go over window to block out light		Both banners: \$435	Theresa
Banner with stand	Revised Logo Vision – English only Mandate – English only Photo of a Family			Wendy to send proof to Communication Team before printing
Agenda	<ul style="list-style-type: none"> • Welcome and Network Overview (Kelly, Theresa) • Overview of the Website (Bonnie, Maribeth) • Report Card (Tami) • Take questions (Kelly, Theresa) • Run through/organize the signing, (Kelly, Theresa) - have someone announcing people (by tables) • Wendy will thank people at the end and add how to become involved if they are not yet. 			Co-chairs will do a global welcome - not introducing anyone in particulate – unless the MCYS Director comes – introduce and perhaps a few words. Not a political event but rather a community celebration. Wendy will review agenda with presenters. Copy of agenda at podium only.
Print materials	It was agreed that all Network print materials should acknowledge MCYS as the primary funder			To be incorporated in banners, report card, etc.
Press Release available (press kit)	Develop a press release/press kit for media Send out a media alert in advance Photographer		\$189	Theresa and Wendy Wendy Theresa
Media	Designate a media person			Kelly