



**SECOND HELPINGS WORKING GROUP MINUTES**

WEDNESDAY, APRIL 22, 2015, 9:30-11:30AM, COMMUNITY DEVELOPMENT COUNCIL, 65 STATION STREET, BELLEVILLE

<p>IN ATTENDANCE: Ruth Ingersoll (Co-chair), Steve van de Hoef (Co-chair), Brandi Hodge (Recorder), Cherie Hardie, Diane Milan, Brandi Hildebrand, Beverley Bell-Rowbotham, Wendy Anderson, JoAnne Lewis</p>
<p>REGRETS: Nicole Chevalier, Kellie Brace, Maribeth deSnoo, Steve Poole</p>

Item	Discussions/Motions	Recommendations <i>(things to go forward to the Networks)</i>	Action <i>(including Person Responsible And Completion Date)</i>
<b>1. Welcome and Introductions</b>			
<b>2. Review of Agenda</b>	No additions		
<b>3. Accept Minutes from April 15<sup>th</sup></b>	Accepted		
<b>4. Business Arising</b> a) "Fresh for All" draft text review  b) Avaya Funding Update	Deferred  Avaya losing their physical space – no longer able to fundraise and therefore no funds for "Fresh for All".		Steve will revise based on discussion at last meeting.



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<p>c) THEY Integrated micro-site and logo</p> <p>d) Billboard Update</p> <p>e) Signage</p>	<p>Brandi provided an update re: THEY meeting this afternoon.</p> <p>Billboard has been reserved – North Front and Tracey for 28 days starting June 8<sup>th</sup></p> <p>Billboards will use approximately \$2600 of the \$2800 from CYSN fund – note to Learning Foundation that we would like to allocate the remaining \$200 to signage.</p> <p>Ruth indicated that she needs someone to take on the bookings of Zodiac/Magna signage.</p> <p>4 lines = \$110, 6 lines = \$125 plus tax. Suggest 10 signs throughout Belleville, Prince Edward, Quinte West, Central Hastings, North Hastings and Deseronto.</p> <p>Digital signs in community – Quinte Mall, Highland Shores, Mohawks of the Bay of Quinte, Quinte Sports and Wellness Centre, Connan, HPEDSB.</p> <p>Forward info about “Fresh for All” donation locations to prison work programs once micro-site is ready.</p>		<p>Brandi will report back via email today.</p> <p>Brandi will book the September billboard once she has the updated schedule.</p> <p>Cherie volunteered.</p> <p>Ruth will ask Network to volunteer locations and digital signs.</p>
<p><b>5. Promotion Plan</b></p> <p>a) Draft talking points</p> <p>b) Media strategy</p>	<p>Deferred.</p> <p>Addressed above.</p>		<p>Steve will type and circulate.</p>



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c) Timeline	1. Micro-site 2. Communications 3. Billboard design  Need to plan distribution of rack cards and posters.		
<b>6. Assigning Tasks</b>	<ul style="list-style-type: none"> <li>• Cherie – signs</li> <li>• Brandi – micro-site, Loyalist and Starboard PSA, communication intern, billboard, budget</li> <li>• Steve – editing on micro-site content, nursery partners</li> <li>• Ruth – Quinte Broadcasting</li> </ul>	Ruth will update CYSN on campaign at April 23 <sup>rd</sup> meeting	
<b>7. Next Meeting Date</b>	Friday, May 1 <sup>st</sup> at 11am, CDC if we need it		If you are attending or not: <a href="mailto:wanderson@hpedsb.on.ca">wanderson@hpedsb.on.ca</a>
<b>8. Adjournment</b>	Adjourned at 11:10am		