

MACMHB PR WORKGROUP MEETING – Minutes

Date:	8/6/08	Start Time:	11:00 a.m.	Stop Time:	2:00 p.m.	Location:	MACMHB
Present: Vicki Suder, Amy, Sally Amos-O’Neal, Margaret, Jim Bloch, Tim Ninemire, Jackie Castine, Heather Bridgewater, Julie Barron, Kelly Sall, Pat Friend, x, x, x. On Phone: Deb Freed, Susan Lewis							

Facilitator:	Vicki Suder	Scribe:	Heather Bridgewater
---------------------	-------------	----------------	---------------------

Item	Time	Discussion	Outcome/Assignments
1. Fall Conference: PR Workgroup Contributions		<p>Call for presentations released via email last week. Keynote: Malkia from CNS. Trying to get Darby Penny from Suitcases in the Attic to keynote on Tuesday.</p> <p>Looking for ideas of what the PR Workgroup can do to feature recent accomplishments, projects, etc. Traveling art show map, WAMIMS map, workshops targeting Board Members (recovery, proper language, and anti-stigma). Sally may bring a few pieces of the traveling art show to the Fall Conference.</p>	<p>Consider having a workshop that will highlight the statewide projects and having an anti-stigma “fair” in which booths would be manned and materials could be shared.</p> <p>Consider recording artist interviews to feature at the Fall Conference.</p>
2. Voting Campaign		<p>Vicki shared materials from the voting campaign: government bingo, DVD, voting booklet, absentee ballot info. Including voting issues in newsletters. Have conversations about the importance of voting. Vicki will send the files to MACMHB to post on the internet (also posted on Oakland County’s website in pdf).</p> <p>MACMHB participating in the Kids Priority One Campaign. Michigan Project for Participation: arranging for voter information and transportation through 211 and the Michigan Nonprofit Association.</p>	<p>Recommend CMHs linking with their local 211 provider for more info.</p> <p>MACMHB will post voter info online for download.</p>
3. Lunch and Networking/Sharing of Ideas/Materials		Viewed Oakland County’s Voting DVD over lunch.	
4. Anti-Stigma Plan/Strategic Plan National Anti Stigma Campaign		Several ad placements seen around the state on billboards, in magazines (Entertainment Weekly).	
5. Mental Health Ambassador’s Kit		Subcommittee met. Turned Publisher file into text-only document. Committee will proofread the text. Incorporating feedback received (include more information related to developmental disability). Update the book to reflect current events. Incorporate concepts like Microenterprise, EVP, etc. Consider changing the “What’s Changed” or “What Needs to Change” titles to “Trends and Challenges.” Ensure contents of booklet are standing issues, and pieces of the kit (attachments, etc.) are the hot topics, new news, etc. Incorporate older adult info to booklet/kit. Consider changing the color of the cover for revised editions.	<p>Email suggestions/feedback from consumers/public to Kelly.</p> <p>Sally will do a piece on integrated health.</p>

6. Supporting Other Statewide Events (ex: NAMI Walk)		Increased communication of event dates between groups (NAMI, MAC, JIMHO, ARC, etc.) Decrease duplicative events, spacing out events, etc.	Consider posting a calendar of mental health events on the MACMHB website.
7. MACMHB Website Update		None.	
8. Traveling Art Show Update		Easel boxes were inadvertently thrown away. Looking into alternatives to the boxes, such as blankets, canvas or nylon wrap, downhill ski bags (can hold multiple easels). Ensure the safe storage of the packing materials. Wayne County recapped their experience recently hosting the show. Highly effective when paired with related events or in community centers. Supply box missing, consider making a checklist of supplies. Berrien County will pick up art (no easels) in September and Washtenaw will pick up in October. Consider auctioning art on eBay. Funds raised will go toward next auction costs. Goal is for the art show to be self-sustaining. Consider having artist info cards attached to easels for next art show.	MACMHB will create new supply box, including a box cutter. MACMHB will get carriers for easels. Amy will check out online auction options.
9. State Issues Update		None.	
10. Parity Legislation Update –Federal and State		None.	
11. Other		The date for the 2009 WAMIMS is confirmed for Tuesday, May 12, 2009. WAMIMS subcommittee decided against purchasing LifeWays’ display board due to cost.	Amy will acquire a cardboard project board and supplies and a few members of the Workgroup will assemble the board after the September meeting from 1pm-2pm.

Next Meeting:	Wednesday, September 3, 2008 10:30 am – 1 pm * NOTE EARLIER START TIME <u>For September:</u> Ambassador Handbook training tracking Walk a Mile Rally Board Assembly (1 p.m. – 2 p.m.)
----------------------	--