

# Marketing Committee Minutes

10-19-17

Attendance: Christina Smith (Chair), Teri Carrigan, Carlos DeLeon, Bevin Modrak (Optum)

**1. Disability Awareness Day @ Capital Building-table @ event? \$50**

At the meeting, we discussed the option of signing up for the DAD at the Capital for Disability Awareness Day. When focusing on the Strategic Planning goals regarding marketing, we decided that this event does not pertain to our agenda as a board and has a narrow focus. It is not focused on SUDS/Mental Health. In addition, will cost \$50 and we have not been given any final financial report as to if there is any money available for marketing.

**2. CHIF Grants-deadline over, 2018 Application open August 1, 2018**

Christina discovered last week that it's too late to apply for a CHIF grant until August 2018.

**3. RC&D-Fill out application to have them look for small grants for us.**

The marketing committee plans to fill out an application for the RC&D to look for small grants to finance future marketing events and materials once we know specifically what the money would be used for.

**4. Meet N Greet Event-Team up with Optum and show Resilience Film?**

Event Options

1. Teri Carrigan plans to contact Norma Yaegar with Recovery ID to see if we could partner with their SUDS legislative Meet N Greet event in February.

2. If unable to partner with Recovery ID, could still rent Rotunda in February and board members could invite legislative reps and various stakeholders from their entities such as Sheriff, etc.

3. Discussed partnering with Optum to show the film, "Resilience" at the Egyptian Theater and invite legislative reps to join as well as stakeholders, etc and possibly have it open to the public.

- Optum could provide lunch and then the movie.
- Bevin said this was successful in Region 5 and enticed Legislative reps and Senators to come.
- Film informs early childhood events and mental health and how drives costs for services (adverse childhood effects).  
Movie is supported by the ACE Study from University of San Francisco.
- We could have a discussion panel afterwards if interested.
- Bevin suggested showing the film to the board first beforehand so they are familiar with it. Could be after a board meeting. Carlos suggested reserving the Sheriff's Administration Room.

**5. Create Marketing Calendar-will help establish marketing budgets for future fiscal years**

For example-

1. CIRF-September
2. ICA Conference and other professional conferences to consider tabling at.
3. Look at all professional board events to consider tabling at.
4. ICADD-May
5. May-Mental Health Awareness Month/several community events going on

\*\*\*\*Was suggested to ask Julie Nease to create a Marketing Calendar on the board website