



April 4, 2017 Meeting

Present: Matt Herbert, Lyndsay Porreca, Bob Sherman, Steve Girdwood, Bob Dixon, Angie Leduc, Jacqui Baker

1. Welcome and Introductions
2. Icebreaker
3. Governance
 - a. Group okayed this document.
 - b. Have about 15 board members currently.
 - c. Decided we do not need a treasurer and secretary at this time but will use language to build in flexibility to have these roles in future
 - d. Officer elections will be in August
4. Public Relations
 - a. Purpose of PR materials
 - i. Preparing our members to talk about it
 - ii. Getting people involved
 - iii. Figure out where AT fits in the grand scheme
 - iv. Tell people who need the help what that is
 - b. What should be on/in them:
 - i. Self awareness, self description, branding is needed. More descriptive of people/orgs who are involved and people can recognize and connect to these folks. Increase the idea that networking is possible which is a “What’s In It For Me (WIFM)?”
 1. Personal involvement
 2. Volunteerism
 3. You have a kid that needs something to do
2. How we help, who we help and how you can help us?
 - a. 3 columns that answer these questions within a brochure
3. Redirect to website – website needs to be clear and complimentary (larger and broader description at this location).
4. Suggested next steps
 - a. Brochure down 1st
 - b. Information letter
 - c. Materials based on targets
 - i. Schools
 - ii. Parents
 - iii. Coalitions
 - iv. Employers
 - v. Youth
 - vi. Young adults
5. Next meeting we want to begin talking about ALL Together brochure.
6. **May Meeting:** May 5, 10-11a in Mt. Everest Conference Room, Workgroups 11a-12p
7. **June Meeting:** June 7, 2-4p, location TBD