



SUBCOMMITTEE:

Media & Outreach team

Date: Wednesday, September 7, 2016

Time: 3:00 – 4:00 pm

Location: Live Well Winona

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Attendees

Beth Moe

Janneke Sobeck

Phil Huerta

1. **Promoting the Recognition Event** – Attendees decided on the following:

Mail a postcard invite to full roster 3 weeks out (by 9/26) to home address or work address. Include an RSVP request to email or call Phil.

Send a press release to Winona, Lewiston, St. Charles papers 2.5 weeks out (by 9/28). Include an RSVP request to email or call Phil.

Be sure to invite (not on full roster): Elected officials, school officials, Law Enforcement (Goodview, Lewiston, Winona), students, Jeremy Miller, Gene Pelowski, Jan Brosnahan, Rachelle Schultz

Contact Robin Keifer to get addresses from City Directory.

Send a press release to Winona & La Crosse TV.

2. **ASAP promotional items** – Attendees decided on the following:

Order table cover, t-shirts, and pens.

Look at ordering Post It notes.

Check out price quotes from TeeSpring.com

3. **Annual Report** – Attendees decided on the including the following content:

Key data (core measures), sectors and individual names, staff, 7 Strategies (1-2 interventions), About Us paragraph, Mission/Vision, meeting time, key accomplishments from EPIPHANY infographic, key events (Community Talk, Take Back Day, NYLI?), and Getting Involved (Give, advocate, volunteer – something like that).