

Great Start Collaborative  
March 3, 2010  
Meeting Minutes

Those present: Shirley Gillespie, Jill Haan, Marcia Campbell, Carolyn Belknap, Sommer Poquette, Mandy Peterson, Theresa Simons, Kolleen Homuth, Jessica Blacktop, Meagan Krywasinski, Karen Moon, Pat Fralick, Beth Watts, Judy Wojcik, and Monique Dean.

1. Michigan Now update: The Great Start Collaborative is currently in Phase 3. That means that we will receive 25 hours of consultation from North Sky to create a fund development plan. They will provide a liaison between Great Start and the organization that will be the fiduciary. A meeting is taking place, Friday, March 5, 2010 at 10a.m with Lyn Jinks. It is anticipated that by the beginning of May a Revenue Development Plan will be in place. Also, there is \$200 of awarded funds for PD. Any of the Great Start partners are welcome to go to the Michigan Now or North Sky website to look for PD opportunities and utilize these funds.
2. Membership:
  - a. The required members list for Great Start was reviewed. There are several areas that we need to find representation. If anyone from the collaborative has someone from the following areas please talk with them about participating or mention them to Sommer: faith based, minority population, child care center and an elected official. These people would need to attend 2 out of the 6 meetings. They can do this via phone, in person, or webcast.
  - b. The list of current members was reviewed with the collaborative and it was proposed that Petoskey Public Schools, Charlevoix Public Library and Petoskey Public Library.
  - c. An official vote was taken on the complete list of members. All were in favor none were opposed.
  - d. We need to work on increasing our parent participation percentage. It needs to be 20% of our overall membership.
3. Internet Survey Update:
  - a. 1200 surveys were mailed out to people on the Great Start Network. 200 surveys were returned via the post office due to participants no longer residing at the address etc.
  - b. 86 surveys were completed and returned which is about a 8.7% return rate. A typical return rate for this area is around 10%.
  - c. Drawing for a \$50 gift certificate occurred for people who completed the survey.
  - d. Findings from the survey were that parents want one place to go to access information.
  - e. Facebook membership has increased from 50 to 75 members and we now have 87 more emails from Great Start Network registrations.
4. A nomination was made by Jill Haan to have Meagan Krzywosinski be the Great Start Collaborative Chair. The nomination was seconded by Therese Simons. None were opposed.
5. Maegan Krzywosinski from Boyne is the new Great Start Collaborative Chair.

6. A marketing update was provided by Dianne Litzenburger, Char-Em:
  - a. 2 TV commercials are being aired on 7&4 and 29&8, 2 weeks on and 2 weeks off. A 3<sup>rd</sup> commercial was taped but has not aired yet. This is a 6 month campaign and the new stations provided a \$3,500 in-kind match to make this possible.
  - b. 3 billboards are up in Charlevoix and Emmet counties. They are in the Alanson/Pellston area, Petoskey and Charlevoix. This is an 11 month campaign.
  - c. The goals of the marketing campaign are: change perceptions of men and women, develop easily understood messages, advertising cross over power, and bringing early childhood issues at the forefront of local, state, and federal officials.
  - d. The tactics (ways of doing this) are: sponsorship and media/social activities.
  - e. Packets have been created for collaborative members to share with parents, legislators etc. The packets have a one page copy of the Advocacy Plan for 2010 and messages/information to share about the importance of Early Childhood. Packets will be made available for collaborative members to have, contact Sommer.
7. The Great Start Action Agenda was discussed:
  - a. Pat Fralick from the Health Department shared data on our current Physical Health strategy regarding reducing elevated levels of blood lead. For 2009 there was only 1 case of this.
  - b. Other areas we may want to adopt for the Physical Health strategies could be: childhood obesity and low birth weight related to prenatal smoking. Data was presented around each suggestion.
  - c. A suggestion was made to change the strategic plan in the following ways: Eliminate Infant mortality and Lead.
  - d. All agreed and none were opposed.
  - e. New strategies need to be added and revisions done to the strategies. People who wanted to participate were invited to join Jill Haan in a separate room to work on this.
  - f. The outcome was that new Physical Health strategies were created and revisions on other areas occurred. To view changes/additions click on the attached link.
8. Infrastructure Dollars:
  - a. We have been approved to purchase the updated ASQ's to use with families as well as the funds to support the newsletters and outreach.
  - b. The Daddy Boot camp was not approved but Sommer is working with YMCA to write a proposal in collaboration with the YMCA to make this happen.
  - c. We still have \$8,000 we can apply for and the following ideas were presented: connecting to education/elimination about childhood obesity, decreasing/eliminating smoking during pregnancy and incorporating technology to connect families with needed resources.
  - d. ECIC is waiting for our proposal, anyone willing to help write this should plan to stay after the meeting.
9. Great Start Readiness Program (GSRP) is working on their Community Needs and Resource Assessment (CNRA). The CNRA is used to determine the number of slots each district receives for GSRP. It is written in that the local Great Start Collaborative will be involved and approve this submission. It will be due before the next scheduled meeting so Sommer will distribute the information to members and obtain feedback. The Executive Committee may end up giving final approval for the collaborative.
  - a. GSRP will be added to the action agenda and strategic plan.

10. Text for Baby was presented.
  - a. This is where pregnant moms can sign up to receive free texts about development until their child turns 1 year old.
  - b. Great Start is considering signing up as a local partner. If we sign an MOU it would be to promote the site. We would also be able to obtain numbers of people per zip code in our area participating.
  - c. The Health Department has their communications/media person looking into this. Others in the collaborative should investigate, Sommer would like to sign the MOU with the Health Department in the next week.
11. Parent Coalition Update:
  - a. Save the date for the March 20, 2010 Parent Leadership event. A \$15 stipend will be available for those that need assistance with child care.
  - b. A Parent Coalition meeting will be taking place on March 22, 2010 from 6-7:30 p.m. at East Jordan Elementary Library, contact Mandy Peterson for more information 231-582-8070.
  - c. The coalition is looking for volunteers for the Health Fair that is taking place on April 17<sup>th</sup>, 2010.
  - d. The Star Power rally is coming up in May – more information will be coming.
  - e. April 22 & 23, 2010 will be Dr. Donna Beagle presenting at the Opportunity Conference.
12. Sharing Items:
  - a. April 8, 2010 kicks off the next round of Healthy Families Healthy Children monthly classes. These take place in the Community Health Education Center, call 231-478-4762 for more information.
  - b. They are still looking for more agencies to participate in the Children's Health Fair. The Health Fair is April 17, 2010. Contact Judy Wojcik at 487-4762.
  - c. Preschool Recruitment for the Tuition Free programs will be taking place in March and April for Charlevoix and Emmet Counties. A list of dates, times and locations was made available. To schedule an appointment contact the Great Start Network at 1-877-866-3714.
13. The next Great Start Collaborative Meeting will be taking place on May 5<sup>th</sup>, 2010 from 9-11a.m. at the Boyne City Char-Em office.