

**Medina County Family First Council
Public Relations
Committee Meeting Report**

May 20, 2010

Chairperson: Phillip Titterington

Attending: Debbie Kubena-Yatsko, Melanie Kasten-Krause, Betsy Simon and Phillip Titterington

1. Welcome and Call to Order

Phillip Titterington welcomed everyone and called the meeting to order at 9:15 a.m.

2. Approval of the Minutes from April 15, 2010

Betsy Simon made a motion to approve the minutes from April 15, 2010. Melanie Kasten-Krause seconded. The motion passed.

3. Brochure Review

a. Senior Focus - as requested by the PR Committee, the photo was replaced with a more diverse group of individuals.

b. 18 Tips - determined that the information was still relevant but the contact information is outdated. The tips could be uploaded to the website.

c. Cultivating Kids - this was a parenting program developed through the Wellness Committee. Debbie Kubena-Yatsko will contact Diane Dockrill to see if the information is available electronically.

- d. General Council** - looked at the first draft and made suggestions.
- o Jayme McCourt will ask Chris Ruf about the HMG section.
 - o Debbie Kubena-Yatsko will ask Diane Dockrill about the Child Abuse and Neglect Prevention section
 - o Phillip Titterington will look into the Youth and Senior sections. The organizational chart is currently being reworked and the names of the programs may be altered.
 - o The information should be sent to Jayme McCourt and she will rework the brochure with the changes, if any.

4. Facebook

Beth McGuire sent out an email regarding Facebook and how it has grown to the number one social media for networking. The Committee would like to know more about levels of security, virus protection and benefits before creation of the site. Discussion ensued.

5. Speakers Bureau and Website Links

Jayme McCourt will be repopulating the website after the server crashed and all of the data was lost. Once the website is fully loaded, the Committee will look at implementing a Speakers Bureau portion. The site could possibly include a short and simple five minute PowerPoint presentation. The current pages on the site could be included in the PowerPoint. The Committee will follow up on the website links after the site is fully functional once again.

6. Needs Analysis

Jayne McCourt and Chris Ruf have undergone training for Data Capacity. There is a need for a county wide needs analysis. Area agencies may need information for grants and other opportunities.

7. Strategic Plan

The committee reviewed the Strategic Plan for Public Relations responsibilities. The Committee will work through each line item.

8. Highlight of Accomplishments

Council's Accomplishments should be highlighted:

- o Youth Advisory Consortium
- o All the ICAT's
- o Back to School Fairs
- o Womb to Tomb: Lifespan
- o Careteams
- o Parent Advocacy
- o Etc.

9. Meeting Schedule

June 17, July 15, August 19, September 16, October 21, November 18, and December 16, 2010 from 9:00 a.m. to 10:30 a.m. at Job and Family Services.

10. Adjournment

Debbie Kubena-Yatsko made a motion to adjourn. Phillip Titterington seconded. The meeting adjourned at 10:35 a.m.

Respectfully submitted,
Jayme McCourt