

Healthy Pontiac, We Can!

Meeting Minutes

September 12, 2017

Members Present:

Sonia Acosta	Centro Multicultural La Familia
Karlton Akins	Oakland Community Health Network
Rebecca Blauw	Gleaners
Robert Dawson	All Saints Produce Market
Jeff Fohey	Pontiac Sun Time Bank / Jay Shop
Allyson Forest	Oakland University
Kim Hodge	Pontiac Sun Time Bank
Jennifer Kirby	Oakland County Health Division
Floyd Kopietz	D for Detroit
Jennifer Lucarelli	Oakland University
James McQueen	Lighthouse at Oakland
John Meyer	All Saints Church – Resale/Community Breakfast
Elizabeth Moon-Carter	Oakland Schools
Kristina Ottenwess	Oakland County Health Division
Elizabeth Pare	Oakland University
Virginia Uhley	OUWB School of Medicine
Jessica Williams	Oakland County Health Division
Melissa Ann Williams	Oakland County Health Division
Kristen Wiltfang	OC Economic Development & Community Affairs
Trisha Zizumbo	Oakland County Health Division

Guests Present:

Hanna Cassise	Oakland County Health Division
Kim Fix	Huron-Clinton Metroparks
Robbie Nesmith	Oakland County Treasurer's Office
Harjop Singh	Seva Foodtruck
Mandeep Singh	Seva Foodtruck

Staff Present:

Shannon Brownlee	Oakland County Health Division
Signa Metivier	Oakland County Health Division

1. Introductions / Approval of Minutes

The regular meeting of Healthy Pontiac, We Can! was called to order by J. Lucarelli at 1:13 p.m. on September 12, 2017 at All Saint's Episcopal Church, 171 W. Pike St., Pontiac, 48341

2. Approval of Minutes

Motion moved by J. Kirby to approve the minutes of July 11, 2017 as written.

Seconded by F. Kopietz.

Motion Carried Unanimously

3. Agenda Additions

None.

4. Partner Speed Dater: AASRAA Food Pantry

Harjop Singh and Mandeep Singh told members they are working to create a food truck pantry in Pontiac. Their goal is to assist and create partnerships with organizations already working in Pontiac as they learn more about the city and its needs. They told members the

Sikh community runs some of the largest soup kitchens in the world and as a community are very adept at feeding large groups of people. They are looking to help supplement organizations that are serving 200 – 300 people lunch or dinner. There will be no cost to the organizations. The meals will be healthy vegetarian dishes with vegan free and allergy free options available. Business cards were provided for agencies who are interested or contact James McQueen at Lighthouse.

They currently have two food pantries in Rochester and Sterling Heights that serve the internal needs of the Sikh Community.

5. Social Media/Communications Strategies

Karlton Akins, Oakland Community Health Network

Hanna Cassise, Oakland County Health Division

H. Cassise told members all their organizations should have a communication plan in place that includes a social media strategy, in order to reach a broader population.

K. Akins and H. Cassise shared a short video on social media as a communications strategy and reviewed the top social media platforms: Facebook, Twitter, Instagram, LinkedIn, Pinterest, Snap Chat, and YouTube. They told members social media should be used in conjunction with traditional forms of communication like press releases and flyers. K. Akins suggested using an application with social media management tools like Hootsuite (the basic version is free) for managing all your social media feeds. He also shared information on Facebook management tools, telling members both it and Hootsuite allow you to schedule posts in advance, add graphics, provides analytics, and dashboards.

K. Atkins suggested organizations that do not have a website use a free website builder to build their site. The templates are easy to use, technical support is provided, they have very large online communities, and provide upgrades as your business grows. He shared information on the top website builders, telling members WIX is the most popular and has great customer service even for the free version; Word Press is used by large companies; Joomla is free but many companies buy the upgraded version which is what OCHN uses; Go Daddy is used mostly for purchasing URL's but also has many free website building tools; and Google Sites.

Email list serves are another form of communication that send emails and communications to a large group. There are list serves that are free with a login and user account and they offer online and email based groups. Google groups, Mail Chimp, GovDelivery, Facebook Groups, Yahoo Groups and Mobilize are types of list serves available. K. Atkins told members Mobilize is one of the most popular, fastest growing, and a leader in list serve services. Constant Contact is a list serve that is not free but is very professional and detailed.

Traditional forms of communication are still very important and powerful. They include face to face, press releases, flyers, and posters. Free advertising is available through community calendars, Craigslist, Angie's List, and MIcommonwealth.com. Low cost advertising is available through Facebook boosts, Google Ad Words, local classifieds, and newspaper ads. Higher cost advertising includes billboards, TV, internet, and mobile apps.

H. Cassise highlighted two free tools: The Social Media Toolkit and Guide for Writing, that are available through the CDC on their website. She will email S. Brownlee the guides along with sites that offer webinars on social media and communication. She told members OCHD social media tools include a social media messaging team made up of OCHD staff who write and review posts. Other tools include, post templates and a calendar for scheduling posts.

K. Akins said OCHN tools include social media strategy, content calendar, social media dashboard, and Google Alerts.

S. Brownlee asked members to leave comments, questions, or items they would like to see added to the HPWC! Social Media toolkit on the papers provided.

6. Partnership Updates

K. Hodge informed members the Pontiac Sun Time Bank Auction is October 14th at the Birmingham Unitarian Church from 7 p.m. to 10 p.m.

J. McQueen told members Lighthouse is preparing for Thanksgiving and if any organizations are interested in doing a food drive or adopting a family please contact him.

H. Cassise informed members the Healthy Oakland Partnership's (HOP) Senior Market Day is Thursday, September 14th at the Oakland County Farmers' Market. Anyone over the age of 60 who completes a survey will receive a \$5 coupon for fresh fruits and vegetables.

J. Meyer told members the All Saints' Episcopal Church's Bi-annual Rummage Sale runs October 11th – October 15th. Proceeds from the sale help the church's outreach programs.

J. Lucarelli informed members the Police Athletic League (PAL) fall sessions started on September 11th. Go to Sheriff Pal on Facebook for program information.

K. Akins told members the Oakland County Recovery Celebration is Friday, September 22nd from 10 a.m. to 2 p.m. at Catalpa Oaks park in Southfield.

Centro Multicultural La Familia in connection with the Mexican Consulate is hosting a resource and health fair at The First Presbyterian Church on October 21st. Contact Sonia Acosta if you would like a table at the event.

S. Brownlee told members the next HPWC! meeting will be the annual Holiday potluck.

7. Adjournment:

Being no further business, J. Lucarelli adjourned the meeting at 3:02 p.m. The next meeting is scheduled for 1 p.m. on November 14, 2017 at All Saints' Episcopal Church, 171 W. Pike St., Pontiac, 48341

Minutes submitted by: Signa Metivier

Approved by: Shannon Brownlee