

Character Counts! Coalition Meeting Minutes

February 5, 2008

Present: Kim Voisin, Duane Ellis, Vera Wiltse, Kathy Methner, Carolyn Bennett

I. Review of January 8 meeting minutes

Minutes were accepted as presented.

II. Additions to the Agenda

There were no additions to the agenda.

III. CC! Website Status

Vera did not have any changes to report on the web site. Several suggestions were offered for future improvements to the site including: posting the editorials that Kim has written in the past, including the government proclamations of CC! week, and advertising the availability of free CC! pencils at the 4H office for area teachers to use and distribute to their classes.

IV. Teacher Appreciation

Kathy and Carolyn distributed appreciation packets of several varieties of salsa and chips to teachers at seven area schools. The "fiesta packets" were delivered on January 18th and 25th to teachers at Mt Pleasant, Sacred Heart, Renaissance, Beal City, Morey, and Odyssey schools. The packets included the food plus CC! materials and a thank you note recognizing the teachers for their efforts to educate our children. The total cost for the project was about \$170.

V. Essay Contest

The deadline for submission of student essays is February 14th. The initial screening of the essays for the three-judge panel will be completed on the same day.

VI. Plan for Implementation of 2008 Goals

Discussion of marketing approaches for CC! was held. The group agreed that it is important to consider the target audience and the impact on the target audience when designing a marketing plan. As part of this discussion, it was agreed to not serve as a sponsor for the Michigan Story Festival for this year.

Chris Bundy will be asked to attend the next CC! meeting, if he is available, to discuss how the coalition can support him in the use of CC! in the recreational programs that he provides to the community.

General discussion was held on possible inexpensive give away items that could be used to keep the CC! message circulating in the community. Possible items included water bottles, M&Ms, suckers, and refrigerator magnets.

Please note!!

Due to a scheduling conflict the next CC! meeting will be moved back one week to 4:00pm on March 11, 2008 at the MSU Extension Office on Main Street in Mt Pleasant.