

Character Counts! Coalition Meeting Minutes

November 6, 2007

Present: Kathy Methner, Kim Voisin, Vera Wiltse, Duane Ellis
Call to Order; 4:00pm

I. Review of October 2, 2007 minutes
Minutes were accepted as presented

II. Additions to the agenda
None

III. Update Mailing List
The current Coalition mailing list was reviewed to remove and correct the entries.

IV. CC! Website Status-Vera
Discussion was held on the items that could be included in the CC! Website. Suggestions included: a link to the national CC! website and for the national site to link to the Isabella County site, photos from the Primary Focus presentations at Beal City Schools, a link to the Primary Focus website, photo of the CC! banners that are along Mission and Pickard Streets, information on the available CC! Training scholarship that the Coalition offers.

General discussion was held on making the website a primary marketing tool for the activities of the CC! Coalition. One goal is to make the site more interactive by including a survey, quiz, or questions for visitors to respond to. Each CC! member is asked to visit similar sites before the December meeting and to bring the ideas that they find to the Coalition meeting.

V. CC! Week Review
All of the assignments were completed during CC! Week and the efforts appear to have been successful. Loren Anderson of Print Tech indicated that he plans to print a free CC! advertisement on the restaurant placemats that he prints for the month of December.

VI. 2008 Goals
A draft of the 2008 goals was prepared at the meeting. A copy of the goals will be sent out with the meeting minutes. Duane was asked to setup a link from the City website to the local CC! site. A flyer promoting the 50% CDS

training scholarship will be prepared and mailed with this year's essay contest information.

The next meeting of the Isabella County Character Counts! Coalition will be Tuesday, December 4 at the MSU Extension office in Mt Pleasant.