

FAMILY POLICY BOARD EXECUTIVE COMMITTEE

Monday, May 2, 2011

Health & Human Services Building – Basement Auditorium

1:15 P.M.

MEMBERS PRESENT: Jill Billings, Todd Bjerke, Janet Chaney, Chris Clair, Maureen Freedland, Grace Jones, Mike Schnitzius, Jeff Trotnic, Jodi Widuch and Jason Witt

MEMBERS EXCUSED: James Falvey, Sheila Garrity and Gaye Tylka

APPROVAL OF 03/17/11 MINUTES

MOTION by Chris Clair/Grace Jones to approve the March 17, 2011 minutes as presented. **Motion carried unanimously.**

REPORT ON ITEMS REQUESTED BY FAMILY POLICY BOARD EXECUTIVE COMMITTEE:

- **Budget Listening Sessions**
- **Family Policy Board News Conference on Governor Walker's proposed budget**
- **HHS Board News Conference on Governor Walker's proposed budget**
- **Marketing Committee**

Jill Billings reports that all Press Conferences were achieved.

Jill Billings talked about our last meeting on March 17, 2011 and it was brought up that we should have a Marketing Committee. We can revisit this. Maureen Freedland stated that this is a very valuable tool. Chris Clair stated that things will need to be done in a timely manner. Grace Jones reports that she and Jill Billings put a lot of time in getting things ready for the Press Conference and if we had a Marketing Committee this would be helpful in that we would have more long term planning time for PR. The only problem might be money. It was suggested that perhaps we could get a student from Western Technical College who might need to earn credits for something like this. Grace Jones mentioned that someone could contact Susan Skyler at UWL as she may have a student or students that could work on this but again it would take time to get them up to speed with what the Family Policy Board is all about and our goals, etc. Jeff Trotnic asked what the time obligation might be as he has a PR person that might be able to help with this. Jill Billings stated that it would only be about 6 hours per month. Grace Jones stated that maybe the La Crosse Foundation would support this. Chris Clair stated that maybe RSVP could help with this. There was further discussion and it was decided that this committee would need about 2-3 people, Chris Clair, Janet Chaney and Jill Billings stated that they would be on the Marketing Planning Committee.

Jill Billings stated that we have no policy on who should talk on behalf of the Family Policy Board for Press Conferences. Chris Clair stated that for the School Board, the President is the speaker on behalf of the School Board.

Grace Jones stated that we need to have more clarity regarding this.

Jill Billings stated that she feels that we need to come up with a policy regarding this and that she would come up with something to bring to our next meeting.

It was decided that we need to bring this topic up as an agenda item to the full Family Policy Board.

CONNECTING VISIONING EXERCISE TO GOVERNOR WALKER'S PROPOSED BUDGET

Jill Billings stated that we will discuss this agenda item at our next meeting.

ITEMS FOR FUTURE AGENDA:

Visioning Exercise.

ADJOURN

MOTION by Maureen Freedland/Janet Chaney to adjourn. **Motion carried unanimously.**
Meeting adjourned at 1:45 PM.

Approved: June 6, 2011; Tammy Hoskins, Recorder.