

## **FAMILY POLICY BOARD EXECUTIVE COMMITTEE**

Monday, June 6, 2011

Health & Human Services Building – Basement Auditorium

1:10 P.M.

**MEMBERS PRESENT:** Jill Billings, Janet Chaney, Chris Clair, Maureen Freedland, Sheila Garrity, Grace Jones, Mike Schnitzius, Jeff Trotnic, Gaye Tylka, Jodi Widuch and Jason Witt

**MEMBERS EXCUSED:** Todd Bjerke and James Falvey

**GUESTS:** Mary Meehan-Strub and Pam Sharp

### **APPROVAL OF 05/02/11 MINUTES**

**MOTION** requested by Jill Billings; Jill stated that the consensus was to approve the minutes as presented. **Motion carried unanimously.**

### **MARKETING/ADVOCACY COMMITTEE REPORT**

Jill Billings reports that this committee met at Jewel's Coffee and the committee members present were Jill Billings, Chris Clair, Janet Chaney and Pam Sharp. Jill reports that Pam Sharp has a background in Marketing and does event planning for the Onalaska Police Department.

Chris Clair reports that one of the topics they discussed was the lack of housing and how it would be helpful to have person's who have experienced the inability to find housing to share their story; it was felt that this would be compelling to the audience to hear what this experience is like from someone who has gone through this.

This committee discussed getting ahead of issues as they arrive, and a need for an advocacy road map and to cover individual agencies and what they do.

This committee discussed what are two ways to get the Family Policy Board media:

- 1) Create a timeline "series of pieces in the media".
- 2) Do monthly articles in the paper.
- 3) Have a Town Hall meeting on the Family Policy Board, what the issues are that affect us and have media and the paper there. Maureen Freedland stated that she thinks this went well previously and would be a good idea.

Maureen Freedland stated that she thinks it would be a good idea to have a tour of the JDF.

We should talk with the agencies represented on the Family Policy Board and find out what programming they are doing, etc.

Pam Sharp reports that the faces of clients are changing and these are people who have never navigated the system previously. Pam reports that if you do articles for the paper they will probably run them.

Sheila Garrity asked about the Town Hall meeting and if this was something we want to do quarterly.

Jason Witt talked about doing a Family Care Effectiveness survey.

Jodi Widuch and Pam Sharp talked about the people who should do the survey would be people who are being asked to sign up for services online but don't have a computer or access to a computer and who can't navigate the internet and who find the computer websites difficult to access.

Jill Billings stated that in regard to the newspaper articles; should we do them monthly and Chris Clair stated that they could be issue driven.

Sheila Garrity stated that the Town Hall meetings should probably be done quarterly.

Grace Jones stated that in September this committee should talk about the "big picture" and Pam Sharp stated that this committee should talk about the new face of poverty.

Gaye Tylka stated that we should do something with a positive twist for example the changes to the JDF, keeping more kids in the community.

Pam Sharp stated that we should talk about the proactive responses with what the Family Policy Board does to work better to help people navigate the system.

Mike Schnitzius stated that he likes the idea about the changes to the JDF and maybe put some emphasis on kids that graduate high school, etc., provide a positive point of view, give examples of positive outcomes and provide some human interest stories.

Jill Billings then asked if everyone is okay with the plan as it was presented:

- 1) Issue Driven (Service Issues and Services to Children and Families)
- 2) Cost Effectiveness

The focus being on issues and not on agencies.

There was a motion to move forward with a two part plan by Chris Clair, the motion was seconded by Jodi Widuch.  
**Motion carried unanimously.**

There was some discussion about being non-controversial and/or not presenting political issues and to stay with the mission of the Family Policy Board.

It was suggested that the Town Hall meetings be held two times per year.

Jill Billings asked the Marketing Committee to email her any issues and she will compile a list by the August 1<sup>st</sup> meeting and they will choose the top three.

## **ADJOURN**

Meeting adjourned at 1:30 PM.

**Approved** October 3, 2011, Tammy Hoskins, Recorder