



**Chelsea Wellness Coalition – Friends and Family Wellness  
Meeting – July 1, 2014 at 6 pm at Chelsea District Library, McKune Room**

**Meeting Summary:**

**Attendees:** Melinda Baird, Melissa Johnson, Ashley Miller Helmbolt, Shawn Personke, Jim Randolph, Kelli Saunders, Andrew Thomson, Cindy Triveline, Dayle Wright, Ruth VanBogelen

**1. Introductions**

**2. PR/Outreach Team Proposal – the team proposal included:**

- Social Media
  - Facebook page for CWC – done, but if everyone could “Like” please , [www.facebook.com/cwcfriendsfam](http://www.facebook.com/cwcfriendsfam)
  - Instrgram
  - **Action for each intervention.** Please send to Shawn the name of the person working on the intervention who would be willing to post things for the intervention. If no one is social media savy, there can be training or other assistance.
- Awareness Building
  - Tradition media like Suntimes, Chelsea Update, Washtenaw Now – either intervention information or Coalition member profiles
  - Brochure – to be utilized by coalition members to build awareness of coalition and help differentiate us from CW Center and Foundation. This could be distributed at the Farmer’s Market and other locations.
  - Slidedeck to be used by community members to present to local organizations
  - Generate a list of people who are willing to present to local organizations and a list of organizations to present to
- Outreach to employers – both Chelsea employers, Chamber, and UM to make Chelsea employees aware of the interventions and opportunities in Chelsea

**3. Prioritization/Evaluation Team proposal –**

- **Part 1: Process and Evaluation Criteria –**
  - the process should have integrity, be fair, clear and transparent.
  - The process would include critical analysis of interventions and the budgets.
  - A team would be put together to perform the critical review. Members of this team would be neutral (not involved in one of the interventions), would attend all presentations about interventions
  - Decisions would be made by the team rather than by consensus of the coalition members (need to align with membership team plan)
  - Put a back up plan in place in case CWF review denies any of the interventions
  - Interventions will need letters of support from all stakeholders
  - Interventions should be focus on elements rather than try to include 3 or 4 elements (MM, EB, AUS< CWO)



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- Interventions should clearly state how it creates a culture of wellness ( how it fits with the mission
- Interventions should have credible budgets and sustainability plans, should list all other sources of funding for the interventions and the role of each funding source in the plan
- Interventions should clearly state who the beneficiaries are, identify the measurables, participants, volunteers
- Interventions in their second year or beyond, should indicate how data and results from previous year(s) are used to follow-up and/or improve the intervention.
- Part II – is being worked on, but will include a plan to have fewer, bigger interventions, how to say No to some interventions, how to include mini grants and the limit to mini grants. The idea is that bigger interventions will likely have more impact. This will be a transition probably done gradually.

**4. 5 Year Plan team proposal (see attached draft)**

- Year 4 Plan would be Year 4 of the 5 year plan – so the 5 year plan includes historic information
- One page, 2 sided document format
- Front page includes:
  - Objectives (2-5 short clearly stated, this is what the coalition is addressing)
  - Pictures of major , multiyear interventions
  - Figure with a figure legend of past and projected interventions over a 5 year period. The legend should include 2-3 high level philosophy of the financial part of the plan
- Back side includes:
  - requirements for all interventions
  - Yearly timeline which provides deadlines for preliminary ideas for interventions and other deadlines.
  - Coalition membership,
  - Vision statement
  - Information about when, where the meetings are

**5. Going from survey data to objectives/driving forces**

- Proposals from the Prioritization/Evaluation and 5 Year teams have indicated that the coalition should have very specific objectives
- 2 documents (different formats) were looked at (both attached) which links survey data to objectives.
- **ACTION FOR ALL MEMBERS** – please review the documents and be ready in August to come up with a list of specific objectives for the Year 4 plan

**6. Announcements:**



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- Final Y3 Plan is attached and also available at [www.5healthytowns.org](http://www.5healthytowns.org), scroll to the bottom, under Chelsea, select Coalition Documents
- Mr. B's Joybox Express is Sunday July 13 from 2 -3 pm, the organizers have asked if the coalition would like to have a table near the registration table. Contact Shawn if you are interested.
- Safe Routes to School grant has preliminary approval (over \$377,000), press releases should come out over the next few weeks. Below is a list of infrastructure improvements. The City of Chelsea, Chelsea Schools and Chelsea Wellness Foundation worked together to submit the grant.
- Chalk competition July 26 – registration deadline was July 1.
- Chelsea Community Center "Just Imagine" program will be August 9<sup>th</sup> from 10am – 2 pm at the Washington Street Education Facility. There will be Fitness programs, cooking demos, music, soccer club, tours of the Intergenerational Garden (produce used in cooking demo), and more. The goal is to get community input for the feasibility study of the community center.
- Farmers Market is hosting a Children's Day on July 16<sup>th</sup> at the Bushel Basket Market from 2:30 – 6 pm in the Parking Lot of the Chelsea Family Practice near the hospital.
- Silver Maples will be hosting Civil Discourse on July 17<sup>th</sup> at 6:30 pm (at Silver Maples). Many local political representatives will be available for Q&A facilitated by Will Johnson. There will be refreshments.

### **Safe Routes to School Plan for Chelsea**

The City of Chelsea in partnership with Beach Middle School, South Meadows Elementary School, and Chelsea Area Wellness Foundation will:

1. Install and update sidewalk on the west side of Wilkinson from US 12 to Wellington St.; east side of Wilkinson St. from Wellington St. to Chandler St.; the south side of US 12 from Gene St. to Wilkinson St.; the north side of Wellington St. from Wilkinson St. to Dale St.; and adding pedestrian crossings on Wilkinson St. at Wellington St., Pine St., and Chandler St., as well as US 12 at Wilkinson St;
2. Update the pedestrian crossings at the Howard St., Elm St., and McKinley St. intersection;
3. Add sidewalk to the west side of Grant St. between Lincoln St. and Chandler St.; the south side of Chandler St. between Grant St. and Wilkinson St.; redesign the pedestrian crossing at Grant St. Lincoln Ct. and Lincoln St, Taylor St. and Pierce St.; and add crosswalks on Chandler St. at Summit St;
4. Add a pedestrian island at the intersection of Washington St. and Madison St., replace sidewalk on the west side of Madison St. at the intersection of A.D. Mayer Dr., as well as crosswalks; crosswalks at the intersection of A.D. Mayer Dr. and Freer; and improve of signage in area of intersection.