

Grass Lake Community Wellness Initiative Meeting

October 21, 2013

Attendees: Michael Hirst, Diane DeBoe, Sue Weible, Joyce Sager, Steve Moyer, Kathy Camilleri, Ed Fuller, Matt Pegouskie, Ruth VanBogelen

Agenda & Summary:

1. Organizational Structure. At the September meeting, the group discussed four different structures:

- Hierarchical structure with a formal Board of Directors (e.g., Stockbridge Wellness Coalition), BOD makes decisions
- Hierarchical structure with a Steering Committee composed of the Chair + 4 Element Chairs (e.g., Manchester and Grass Lake groups), Steering Committee makes decisions
- Net work structure with co-leaders running meetings, but all members present at the meeting making decisions for the group
- Team Structure – group is divided into teams and teams make the decisions.

At the September meeting the discussion favored a hybrid between the hierarchical structure with a Steering Committee and the Network Structure. The current Steering Committee met last week and developed this organizational structure to propose to the group.

- Lead by a Chair and Vice Chair each serving 2 years terms overlapping by 1 year. The Chair runs the meetings (and other roles – see attached page for proposed roles and responsibilities) and mentors the Vice Chair who becomes the Chair after a year.
- Steering Committee comprised of the Chair, Vice Chair, Chairs of the 4 elements and any other members of the coalition that decide to be part of the steering committee. The role of the Steering Committee is to set the agenda for meetings, set policies and procedures and decide how voting will be done by the coalition
- Major decisions are made by the members of the coalition who attend 50% or more of the meetings.

At the October meeting, the group decided to accept this organizational structure with a couple of modifications:

1. The Steering Committee will generate minutes of their meeting and send to coalition members very soon after the meeting.
2. Minutes of the coalition meetings will be generated and sent to coalition members very soon after the meeting.

There was some concern about finding volunteers for all the positions in GLCWI and it was asked if the Chair and Vice Chair could be paid positions. Matt and Ruth **will** discuss this possibility with Amy Heydlauff, the Director of the CWF.

Nominations for the following positions were made at the meeting, but it was agreed that an email would go out to all members of the coalition asking for nominations. After nominations are in, individuals will be asked if they accept the nomination, then a coalition vote will be done by email to decide who will serve each role in cases where more than one person is nominated and accepts the nomination.

1. Chair: Doug Moeckel

2. Vice Chair: Mike Willis

4 element subcommittees (at least a Chair position is needed, a Vice Chair position would be good)

3. Move More Chair and/or Vice Chair: Kathy Camilleri; Elizabeth Morehead

4. Eat Better:

5. Avoid Unhealthy Substances: Kathy Murdock

6. Socially Connect:

Steering Committee – the following individuals will serve on the Steering Committee, additional names can be added

- Mike Hirst
- Ed Fuller
- Joyce Sager (Marketing)
- Jim Stormont
- Doug Moeckel

Members of the 4 element subcommittees:

Move More: Ed Fuller Steve Moyer Kathy Camilleri Debi Eneix	Eat Better: Lisa Lutchka Sue Weible Debi Eneix
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Avoid Unhealthy Substances:	Socially Connect: Sue Weible
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2. Marketing the GLCWI. Joyce Sager attended the meeting and joined the coalition. She is involved in the “Grass Lake Area Life”, a monthly magazine which goes to 5000 Grass Lake residents by direct mail. She has offered that the GLCWI can be the Feature Article for **the January issue (article due mid November)** which can be **up to 2000 words + up to 10 pictures**. Matt Pegouskie offered to write the article so please contact Matt if you would like to help and also to submit pictures to him. There were several GLCWI interventions in the October issue and other articles can also be submitted **by anyone, at any time** (coordinate through Joyce so there are articles for each issue).

Joyce has also agreed to be the “Marketing Captain” for GLCWI helping each of the interventions with a marketing plan. Joyce’s contact info is email: joyce.sager@hibu.com.

There was also discussion of having radio ads for example on W4 Country, ~~which~~ a popular station which already makes announcements about Grass Lake. Radio stations **by law**, have to run some number of free ads for non-profit groups **each day**. The non-profit groups need to submit a recording to the station and the station has full control over when and how often the ads run. The group would like to explore this possibility and Joyce may be able to help.

There was discussion of using billboards to promote the coalition. No decision was made, but the discussion should continue at future meetings.

3. Purchase of a camera and tripod for pictures and video of interventions and other GL activities. The camera would be located at some central location and could be checked out by individuals to take videos and pictures **of local events or community activities promoted by the 5H**. A vote of the group was take (thumbs up, thumbs down). All members of the group (7) voted thumbs up. Joyce will provide Matt with the contact info of someone who might be able to give a significant discount for the purchase **of the equipment**. The funds would come out of the \$5000 fund CWF provides. Matt volunteered to make the purchase of the camera and tripod.

4. How similar is GLCWI group compared to the coalitions in the other 4 towns, how many volunteers are involved in GLCWI? The number of people attending coalition meetings is similar in all towns (5-20 per meeting). GLCWI has the largest email distribution list by 2x or more. The number of volunteers has not been “added up” but that can be done. Manchester uses a diagram called the Circle of Support that shows how the small coalition engages the larger community. Ruth volunteered to develop a first draft of the Grass Lake circle of support. An effort should be made during the Y2 plan execution to add members to the coalition. More discussion at future meetings.

5. Thank You poster. Members of the community have signed a large poster to thank the GLCWI for providing programs for community members. It was decided that the poster would rotate through the

community starting with the window of The Copper Nail. In February it will be at the Township Hall – for tax day.

6. A quarterly and monthly calendar was distributed to provide suggestions of what topics should be discussed at the monthly coalition meetings. This **calendar** will be used as a guide and additional agenda items will be developed at Steering Committee meetings (see attached document).

Additional Actions: Matt to invite Kathy Camilleri to the website training once the new features of the CWF website are ready.