Meeting Notes
4/23/2018

1. Welcome and Introductions
   a. Serenity is an 8th grade student in Tecumseh who is working on a “Passion Project” around mental health

2. Someone to take minutes of meetings
   a. Jackie

3. Review/Update Action Plan
   a. Kay passed out an updated Action Plan: bold items were changed last meeting and red are tentative changes to be discussed today. All tentative changes were accepted as written.

4. Toolkit Workgroup report
   a. All protocols in the toolkit are complete. The only remaining parts are the campaign materials. These were delegated out at the last workgroup meeting and are nearing completion.

5. Resource/Budget Outline
   a. Kay to start getting printing quotes for posters (estimated size 11 x 18-ish)
   b. We will plan to provide 80 posters/1000 students
   c. Jennifer will get student population estimates for all middle and high schools
   d. Kay is waiting on the website request so that she can submit a single complete budget.

6. Billboard Design & Cinema
   a. There is an opportunity for us to receive a PSA that will air at the Adrian Cinema. The Company will design the PSA, but we need to provide a concept.
      i. Concept: elephant in the room that people are ignoring. A little lighthearted like the Seize the Awkward (https://www.youtube.com/watch?v=r47I4eUU1bc)
   b. This will be coordinated with the Billboard

7. Review of Next Steps / Assignments
   a. See updated action plan.

8. Meeting Schedule
   a. Next meeting: Wednesday 5/23 at 6:00 pm

9. Adjournment