

2020 Blue Ribbon Committee

MEETING MINUTES

Tuesday, October 22, 2019

The meeting was convened by The Raise Foundation and began at 1:05 p.m.

Members Present: Emma Course (AAP), Christine Laehle, MPH (OCDE), Laura Turtzer (SSA), Jessica Young (North OC Rep), Yadira Garcia (College Student Rep), and Raise Staff: Gary Taylor, Katarina Scalise, Keri Gee Semmelman

Members We Missed: John Machiaverna (CAPC Rep/B&G Club), Kim Mohr (Irvine PD), OVSD PIO, OCFA PIO

COMMITTEE

The group discussed adding a representative from each area of Orange County to engage the whole county, a top leader from PTA/PTO, and more representation from law enforcement—possibly someone honored at last year's Blue Ribbon Awards. A College Student Rep has been added with the goal to involve those in that target audience—the next generation of parents.

ACTION: Christine send Raise list of PTA/PTO Leads countywide.

ACTION: ALL - Send Raise names/contact info of any parents you know who you'd recommend be on the Committee representing South/Central/West Orange County areas.

SUGGESTED DATE/TIME OF KICK-OFF CEREMONY

The group felt Wednesday, April 1st was best to kick off the month-long campaign and discussed whether to hold it in the morning or the afternoon. Consensus was first thing in the morning to attract the most amount of people. (The event will be at Bowers Museum again.) This will be recommended to the CAPC at its December meeting.

ACTION: Raise ask OCSD, OCFA, and OVSD about the proposed date.

ACTION: ALL - Save-the-date. Christine will see about moving the OCDE training planned for that date.

ATTENDANCE GOAL FOR KICK-OFF

150 people with an internal stretch goal of up to 200.

ACTION: ALL - Begin compiling your list of whom to invite (personal/professional). The group would like to have more parents attend than in past years.

CORE FOCUS OF MONTH

The CAPC's 5 core focuses were discussed and after much discussion, the group is leaning towards a keynote and overall messaging for the month of being "The Whole Child Approach" vs. one core issue. However, the group is considering an inspiring impact speaker to address ACES (which involves Mental Health and other core focuses). The group recommends the recruitment of resource families continue to be addressed as part of the awareness campaign.

ACTION: Emma had two ideas for speakers and will send them to Raise. (COMPLETED).

ACTION: Raise will review and then forward proposed speakers to Laura for review.

ACTION: Christine will forward Raise the "Whole Child Approach" (COMPLETED) and info on its trademark.

BRANDING OF BLUE RIBBON MONTH

The group discussed inserting the Pinwheel visual more. Jessica encouraged the group to make Blue Ribbon as noticeable on school campuses as the Red Ribbons. Gary suggested the kit include blue cups for schools to make blue ribbons out of them on their fences.

90 PINWHEEL GARDENS VS. 4 REGIONAL LARGER ONES WITH TRIBUTE CEREMONIES

Based on community impact and also financial considerations, Keri Gee asked the group about how many Pinwheels for Prevention® gardens to strive for. The group will continue to discuss this at the next meeting.

NEXT MEETING

It was suggested to keep to the same timeframe each month (e.g. 4th Tues., 1 p.m.)

ACTION: Raise will send out a Doodle Poll to establish the meeting schedule.

Topics to be discussed at next meeting will include: Overall Timeline, Objectives, Ceremony Emcee and Awards, Pinwheel Gardens, Kit Contents, and rolling out publicity.

The meeting adjourned at 2:35 p.m.