

**CFLR, Inc. Community Engagement Minutes**

**Date:** April 7, 2015

**Attendance:** Michael, Paul, Kathy, Kelly, John, Judy

Topic	Discussion	Action	Person Responsible/Time Frame
Retreat Agenda	<p>How do we cultivate champions?            Want to come out with champions of the message and be able to tap into board member's passion?            Where does each Board Member want to focus?            Why are you (Board Member) here?</p> <p>For Impact website – goal exercise; videos;</p> <p>Goals:</p> <ul style="list-style-type: none"> <li>• 30K' champions</li> <li>• Champions will know what their roles are</li> <li>• Action Plan including long term plans (big picture), as well as committee level plans</li> <li>• What should we be doing in between meetings?</li> <li>• How do we add value?</li> </ul> <p>There was also discussion about the need to stay out of the weeds or we'll get bogged down in detail that isn't necessary. We will utilize a Parking Lot for discussion items/thoughts that come up, but</p>	<p>Michael will review For Impact website and select a few exercises and/or videos that will be useful for the retreat.</p>	<p>Judy – capture discussion points and send to Michael by 4/9</p> <p>Michael will have PowerPoint created and retreat agenda/outline out to Cassandra to be distributed to the board by May 8<sup>th</sup></p> <p>Cassandra and Judy – Identify what doors we need opened/targeted groups/opportunities (i.e. nurses, faith community); Top 30 list; current EAP company list; misconceptions/criticisms we hear – will be brought to the retreat</p> <p>Judy &amp; Cassandra will bring to the retreat: index cards; Post-It Notes; 2 newsprint pads; LCD projector; computer; 2 easels; markers; copies of any handouts needed</p>

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	<p>don't need to be discussed during this retreat, and/or more properly served through a staff role.</p> <p><u>Target Types:</u></p> <p>What areas are under-served?</p> <p>Individual Supporter (or Donor) vs. Corporate</p> <p>Identifying the core values of a company that may consider a corporate donation?</p> <p>Is there a timing issue/concern?</p>		
Awareness Breakfast	<p>Judy gave an update; additional sponsor info – AFS \$550; Colonial Insurance \$500 – can be used for anything; MVP – Cassandra and Kathy met w/them a week ago – will apply for a grant towards the Recovery Event in September; Kelly called Leatherstocking and spoke to Paul and he'll make a donation but does not want acknowledgement; Kelly doesn't know what the timing of the donation will be. He really likes the golf outing – so not sure what it will come for. Paul has tried to reach David Manzelman will try again.</p>	<p>Send PR to all board members; Kathy will follow up with Kathi Dyman; Michael sent breakfast PowerPoint to Sara and MaryMargaret</p>	<p>Paul – follow up with Dave Manzelman by 4/10/15</p> <p>Judy – send committee the press release, breakfast invite, exhibitor booth forms – 4/9/15</p> <p>Kathy – follow up with Kathi Dyman by 4/10/15</p> <p>Staff are following up with agencies and contacts to continue to get registrants and sponsors.</p>

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Honoring & thanking Tim Foley	Judy gave a quick update: we'll be recognizing Tim at our upcoming board meeting.		Staff – getting an award/gift; all thanking Tim!

Respectfully submitted,

Judith H. Reilly