

PUBLIC AWARENESS MINUTES

September 18, 2007

CO-CHAIRS: Craig Dorin, Chris Weis

NOTE TAKER: Diane Johnson

ATTENDEES: Craig Dorin, Chris Weis, Diane Johnson, William Boyce, Denise Weis, Sherry Shaffer, Donna McCurley, Lola Zographos, Wes Sowers, Mike Gruber

ANNOUNCEMENTS:

New additions to the P.A. Committee: Welcome Donna McCurley (Mayview) & William Boyce (County). Craig thanked the committee for the fine job they did regarding the Undependence Day Event. It was expressed that the puppet show, band and food were a big hit and thanks to the donations, there was so much fruit left people were able to take some home.

The volunteers from AmeriCorps & Pressley Ridge were a great asset to the event they were hard working, courteous and kind.

SUGGESTIONS:

- Some thought the advertising went well but feel we should contact media earlier for next year.
- Although it was suggested that the T-shirts were great, Craig thought we should make our slogans a little bigger and we need to be more consistent with our logos.
- We need to find a way to get more children, families and faith based communities involved.
- Chris & Sherry stated if we continue to have the event at Schenley Park it would be nice to somehow get the students, social departments and student counseling services involved.
- Next year focus on who will be our targeted audience, (families, consumers or both).
- Some committee members suggested piggy- backing with other agencies for the event.
- Diane suggested having a table at the PMHCA Conference next year and others thought it would be good to network with other agencies Examples: (East End Coop & NAMI).
- Wes said if we're looking for a new location spot, how about Kennywood Park? Although this is a great idea the committee thought it might be too busy, so Diane suggested the zoo and so far it may be something to look into.
- We may need to change our publishing strategy!
- If we do decide to change our location we'll need to make sure it's transportation friendly, parking isn't an issue and figure out a better way to get the peoples attention.
- Food is very costly so we would like to eliminate some of that cost and spend the money on other important things (education etc.).
- Someone from P.A. Committee should be at the CSP meetings handing out pamphlets, petitions etc.

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- We still need to figure out what to do with petitions and how to apply the information effectively.

- Next year the committee should put more effort into targeting other communities outside of consumer & provider agencies and be more venturous and travel out of our comfort zones.
- Find someone who is good and knowledgeable at obtaining permits, clearances and more.

ACTION:

As of the September 18, 2007 meeting only one action was assigned and that is to inform the Steering Committee about where we're at and what direction we'll be going in.

Also please note the items listed above are only what ifs like Craig says and are not written in stone but will be discussed at future meetings.

Also if I missed anything or anybody's comments or suggestions please forgive me and my spelling.

NEXT MEETING: Tuesday, October 2, 2007

TIME: 11:30-1pm

PLACE: Wood Street Commons / 4th flr.