



*The Healthy Start Coalition
of Flagler and Volusia Counties, Inc.*

AD-HOC Marketing Committee

Meeting Minutes September 16, 2011

Present: Don Jones, Katelyn Keller, Allison Miller, Leslie Pearce, Sharon Warriner, Cher Philio
Not Present: Jessica Fox Sznajstajler, Aimee Gurtis, Maria Gutierrez, Susan LeBlanc, Dixie Morgese, Judy Seltz, Shelly Spencer

Old Business

Resource List

- Cher provided 2 drafts of the resource list – one with blue background and one with white background
- Committee provided feedback – preferred white background – discussion ensued
- Based on feedback received, Cher will develop new draft for Director's team to review

Ideas for increasing awareness

- Discussed using pictures with testimonials - might be beneficial to increase awareness about Healthy Start
- Would need a release for testimonial information and pictures
- Thoughts to do website testimonials with low sounding music - discussion ensued

Each member was provided a sample Grief Toolkit

New Business

SUIDS Fan

- Reviewed SUIDS fan
- Committee provided feedback
- Thoughts to possibly have some of them printed on non-glossy paper for the hospitals to add the baby footprints – discussion ensued

SDP Cover Page

- Reviewed cover page
- Committee provided feedback on the placement of title, pictures, etc. – discussion ensued

Mission Statement

- It was brought to Cher's attention that the marketing committee may want to discuss having their own mission statement, however, everyone agreed to use the same one as HS so that things do not get too confusing

*Thanks for joining us and participating on the committee! Your feedback is valuable!
Next meeting October 28, 2011
See you then!*

