



Promoting a Safer and Healthier Community Since 1854

Mental Health Advisory Committee Agenda

Date of Meeting:	October 15, 2015
Time of Meeting:	7:30 am – 9:00 am
Location of Meeting:	Rosecrance Center; 1021 North Mulford, Rockford, IL
Committee Members:	Phil Eaton, Angie Goral (Chair), Carol Klint, Richard Kunnert (Secretary), Donny Parham (Vice-Chair), Charles Smith, MD, Matthew Toohey, Sandra Martell (ex officio)
Committee Support:	Penny Billman, Melissa Westphal, John Barlow (recorder)

Agenda Item	Time	Sponsor/Presenter
1. Introduction of Guests/Public Participation	10 min	A. Goral
2. Approval of Agenda: October 15, 2015	5 min	A. Goral
3. Approval of Minutes: September 17, 2015	5 min	All
4. Team (Sub-Committee) Activity Reports/Action Plans	70 min	All
a. Data/Survey		A. Goral/P. Billman
i. Summary of Responses to Date		
ii. Update on Academic Support		
iii. Extension of timeline		
iv. Data “processing”		
v. Analysis Phase		
b. Messaging/Marketing		
i. Approval of Minutes September 21, 2015; October 5, 2015; October 12, 2015		A. Goral/M. Westphal
ii. Follow-up on incomplete surveys		
iii. Updated press release		
iv. Social media strategy		
v. Special marketing outreach to date		
1) League of Women Voters		
2) Black Family Reunion		
3) Winnebago County Fair		
4) Rockford Neighborhood Association		
5) Winnebago County Departments		
6) Winnebago County Board Members		
7) Transform Rockford Healthy Lifestyles		
8) Heroes Helping Heroes		
c. Funding/Recommendations		
5. Review/Revision of Timeline for Deliverables	5 min	All
6. Additions		
7. Other		
a. S. Martell will not be able to participate at December 17 th meeting due to conflict with WCHD All Staff		
b. Next Meeting: Thursday, November 19, 2015 at 7:30 am; Rosecrance Center, 1021 North Mulford Road, Rockford, IL		