



Mental Health Advisory Committee Agenda

Promoting a Safer and Healthier Community Since 1854

Date of Meeting:	September 17, 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: September 17, 2015	5 min	A. Goral
3. Approval of Minutes: August 20, 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		
b. Messaging/Marketing		
i. Follow-up on incomplete surveys		A. Goral/M. Westphal
ii. Updated press release		
iii. Social media strategy		
iv. 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		