

**Minutes of the
Winnebago County Mental Health Advisory Committee
Thursday, September 17, 2015 @ 7:30 a.m.
Rosecrance Center, 1021 North Mulford Road, Rockford, IL**

PRESENT: Angie Goral (Chair), Charles Smith, Richard Kunnert, Philip Eaton, Carol Klint, Matthew Toohey, Sandra Martell (ex officio)

ABSENT: Donny Parham

SUPPORT STAFF PRESENT: Penny Billman, Melissa Westphal and John Barlow (recorder)

Angie Goral called the meeting to order at 7:34 a.m.

INTRODUCTION OF GUESTS/ PUBLIC PARTICIPATION: Karen Fiery (Winnebago County HR) attending in place of Dave Peterson was welcomed. Introductions were made of everyone

APPROVAL OF AGENDA: Angie Goral asked for a motion to approve the agenda. Richard Kunnert moved and Matthew Toohey seconded to set the amended agenda, all members voted aye, motion carried.

APPROVAL OF MINUTES: Angie Goral asked for a motion to approve the August 20, 2015 minutes. Philip Eaton moved and Charles Smith seconded to approve the minutes. With that, all members voted aye, motion carried.

DATA/SURVEY SUB-COMMITTEE..... (No Meeting)

1. Summary of Responses: Penny Billman briefed approximately 1000 Community surveys have been completed. 30 out of 72 agencies have completed the Provider/Referent surveys. Reminders will be sent to complete with the revised completion date.

2. Update on academic support: The academic support we had found a different project to work on and has backed out. Everyone please ask around to see if anyone is interested in an undergraduate project. Angie Goral stated that she has interest from the Phycology Head at Rockford University.

3. Extension of timeline: Discussion held on extending the timeline of the surveys. Richard Kunnert motioned to extend the closing date for the mental health advisory committee survey on behavioral health to October 15, 2015 and Matthew Toohey seconded; all members vote aye, motion carried.

MESSAGING/MARKETING SUB-COMMITTEE.....(Meeting September 9, 2015)

1. Approval of Minutes: Angie Goral asked for a motion to approve the September 9, 2015 minutes. Philip Eaton moved and Matthew Toohey seconded to approve the minutes. With that, all members voted aye, motion carried.

2. Updated Press Release: Melissa Westphal briefed that our press release was updated to extend the completion deadline of the surveys.

3. Social Media Strategy: Melissa will be sending out directions on how to share our Facebook and Twitter to the Committee members. We are planning a big social media push to spread the word. Sandra Martell created a list of Mental Health messages to be sent out to assist in stressing why this survey is important and how it affects people. It was discussed about utilizing short youtube videos as well.

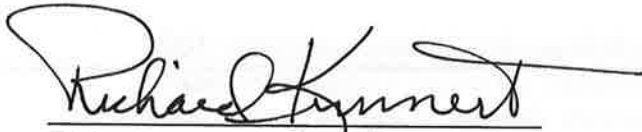
4. Marketing Outreach: Request was made to share any community events that we can attend to help promote the survey. We would need to provide representation at these events or find a champion to give out. Discussion was held on various events we have attended so far. Dick Kunnert will provide Rockford Diocese and Ministerial group contact information for distribution. Next Messaging/Marketing Committee meeting will be held on September 21, 2015 at 9 a.m. at Restoration Café.

FUNDING/RECOMMENDATIONS SUB-COMMITTEE..... No meeting
Funding/Recommendations Committee is awaiting data analysis completion.

ADDITIONAL ITEMS: None.

MEETING ADJOURNMENT: There being no further business, the meeting adjourned at 8:25 a.m. with a motion by Richard Kunnert and seconded by Carol Klint, all members voting aye in favor, motion carried.

Approved by the Mental Health Advisory Committee _____
Date



Richard Kunnert, Secretary
Winnebago County Mental Health Advisory Committee

Next Meeting: Thursday, October 15, 2015 at 7:30 am; Rosecrance Center, 1021 North Mulford Road, Rockford, IL