**Butler Collaborative for Families**

**General Membership Meeting**

**March 12, 2020**

1. Meeting called to order by Josh. Attendees introduced themselves and stated if they are involved with any of the BCF Subcommittees.
2. Approval of February meeting minutes- nobody had any changes so the minutes were approved.
3. Celebration Moments
   1. VOICe- There seems to have been a shift among high school and college students in terms of knowledge in regards to dating violence/etc. When they go in to do presentations and ask what consent means, students have good responses as opposed to no responses like in the past.
   2. Butler County Children’s Center- They offer a parenting training and they have been having a good response for registrations. They have 6 parents signed up for the first session and 8 for the second. In the past, they would have nobody sign up.
   3. Butler County Human Services shared that they were able to work with the Housing Authority to get an elderly homeless man housed in their homeless program quickly and in the matter of one afternoon, the entire apartment was furnished thanks to Helping Butler County.
   4. Butler County Alliance for Children- They have a partnership with Family Pathways and Wellness Work for mental health care for the families they serve, they have received calls complimenting how good the services are. Josh stated how important and awesome it is when the warm handoffs between agencies occur.
   5. Family Pathways has been working with a kid for 5 years who has never been engaged with public school, last year she was connected with Center Ave. School and they just had a transition meeting to plan for her to start in traditional public school.
4. Professional Resources
   1. Children’s Trust Fund is coming out
   2. The innovative Staunton Farms grant will be coming out. Up to $25,000. Elan will be submitting one to expand the Motivational Interviewing initiative.
   3. Also, PCCD has had a significant amount of money available for school safety that didn’t get drawn down so it is being made available also for family strengthening initiatives.
   4. Discussion about the support Butler County has gotten from Staunton Farms over the past few years. They have a great website and a great process.
   5. Josh asked who is not familiar with the Motivational Interviewing process. This training is transformative in the way that you engage the people you work with. The County is assessing whether or not there is enough interest to do another cohort. If you have interest, let the BCF or Brandon at Butler County Human Services know.
   6. Lock Haven university is offering a Trauma Informed Professional Certificate.
5. Membership Update – 44 paid members as of today. ½ the funds collected through memberships are used for mini-grants.
6. Subcommittee/Ad-hoc Committee Reports- Reports were included on the agenda and committee chairs gave additional updates if needed.
   1. Budget and Finance- Restricted $10,975.03, Non-restricted $21,950.48. Total= $32,925.51.
   2. Butler County Prevention Council- Front Porch Project facilitator training is tentatively scheduled for June 26. This will be a free training for anybody interested in becoming a facilitator. More information will be distributed soon.
   3. Early Care and Education Council (ECEC)- Location for next meeting, which is scheduled for April 3, has changed to Rowan Elementary. Still looking for sponsors and agencies to participate in the Week of the Young Child Celebration on April 24th at North Main St. Church of God.
   4. Local Housing Options Team (LHOT)- update is included on the meeting agenda
   5. Marketing- Josh gave an overview of the BCF’s closed facebook page that is intended to be used by agencies who have unmet needs. This has been a very useful resource so far. The Marketing committee is evaluating the best path for social media presence for the BCF. After May’s general meeting, there will be a vendor fair. If anybody is interested, they can contact Jim Sadecky, Josh, or Howie.
   6. Resource and Development – After today’s meeting there is Trauma Informed Care and Young Children training. Marijuana in the Workplace training will be held on May 14th, this would be good for the people who write policies and procedures for the organizations. De-escalation and Professional Safety were held recently. Those are typically offered at least once a year. The BCF received a proposal from Ruthann Bowan to offer a two hour training to teach about Wix, Google positioning, utilizing common tools in websites to better respond. We will be sending out an interest survey. When you get it, please make sure you talk with the people in your agency who do the website to also see if they are interested.
   7. Safe Kids- Meet immediately before the BCF meetings. If you are interested in joining let Jill know. They will be participating in Week of the young child event and the head injury awareness event on March 29 at the Clearview Mall. Each child will receive a helmet from the sponsor of that event. The group is willing to participate in any events so if you know of any let them know.
7. Speaker- Vicky Hinterberger and Tyler Friel, Butler Radio Network
   1. Vicky and Tyler presented on how to do a press release.
   2. The Butler Radio Network has 3 local radio stations, WISR,WBUT, and WLET. In 6 to 8 weeks WBUT will be adding an FM station.
   3. Tyler Friel is the News Director, he is the one that receives the press releases. They are always looking to get positive news stories. Radio is a free medium, they have a community calendar. Press releases are a great way to facilitate the exchange of information, they receive many every day and they review them all to determine what is newsworthy. They do generate a lot of stories from press release so they really are important.
   4. #1 message is to keep the press release short and brief, most important information needs to be at the top, inverted pyramid, who, what, when where in the lead paragraph, headline is very important too, they get so many if it doesn’t catch the attention at the beginning they might not get to the end. The press release should clearly tell how the public can get involved. Bullet points are good. Contact information is very important, two people is even better, name title phone email.
   5. When considering if it is newsworthy, they consider if it is important/impactful to Butler (within a one hour radius of Butler), unique and positive, conflict, dispute or controversy, position on proposed laws, human interest stories.
   6. The higher up the information comes from your organization the better, ok to include quotes
   7. Ideally the press release should be 1 page, but definitely never more than 2 pages. No more than 6 lines per paragraph (even that is a little long). Don’t use jargon, simplify for the general public, 8th grade level, use regular language, the way we really talk.
   8. 1 to 2 weeks out is the best time frame
   9. [newsdesk@bcrnetwork.com](mailto:newsdesk@bcrnetwork.com) is the email to use
   10. Press releases are totally free!
   11. Other advertising opportunities with Butler Radio Network
   12. It’s your turn with Dave Malarky, 30 minute talk show, this is free so there is no guarantee you will get on. You can email Vicky at [vickyh@bcrnetwork.com](mailto:vickyh@bcrnetwork.com) to try to schedule with Dave.
   13. There is also a paid option called Let’s Talk. The cost is $155 for 30 minutes, then it is a podcast. Can do a digital banner for $110 per week on the website, minimum of 500,000 page views per month on the website so it reaches a lot of people.
   14. Can also do commercials. WISR and WBUT cost $10 for 15 second commercial or $16 for 30 second. $16 for 15 seconds on WLER or $21 for 30 seconds.
   15. Suggestion was made from our group to use $150 per month to do a BCF overview every month. We will revisit this idea.
8. April Speaker is the Care Center
9. Announcements/Identified gaps- EVENTS LISTED BELOW WERE AS OF MARCH 12TH…AT THIS POINT PRETTY MUCH EVERYTHING HAS BEEN CANCELLED OR POSTPONED
   1. Issue with an older gentleman, suspects somebody is stealing from him- the suggestion was made to call the Area Agency on Aging for protective services.
   2. Senior citizens are a great untapped resource in our community, how can they get them connected to other populations, they can serve as mentors. They could also use help from other populations. Lorna would like to figure out partnership opportunities with other organizations. Mark brought up that child care is often a gap, perhaps there would be some opportunity there. Josh asked Lorna to post this need on the facebook page and get the conversation going there.
   3. Tutor training will be held on March 21 and April 4, perhaps this would be a good opportunity for the senior citizen population.
   4. Somebody in need of a washer and dryer, it was posted on the facebook page
   5. Infant toddler contracted slots, there are some here in Butler County, Butler County Children’s Center and Lifesteps have them. These are for children who are birth to 3 years, 20 hour a week work requirement, if eligible for CCIS funding, you might be eligible for this, free for 3 years.
   6. Ales for Athletes- April 4th, tickets available, all proceeds benefit Butler County Special Olympics
   7. April 5- Strike Out Child Abuse bowling event, looking for participants and sponsors, $150 for a team of 6 to 8, there will be LOTS of baskets raffled, still looking for more baskets, redirecting some of the funding to cover such things as co-pays for mental health services
   8. Bethany Christian Services- April 4 10am to 12pm at Tanglewood there will be an event to promote services for foster care and safe families
   9. Pinwheel garden information is coming
   10. Free community Easter egg hunt at Father Marinaro Park on April 4 at 1pm, they are handing out bags for the first 250 kids, if you have information that you would like in the bags let them know. They are looking for donations of plastic eggs and candy, also looking for volunteers.
   11. Everybody was encouraged to share their information on the facebook page
   12. Vendor show- free to BCF members, $25 for non-members, if you know of any businesses that might be interested, let them know, think outside the box in terms of businesses that you know. The suggestion was made to send a message to the Chamber.
   13. If anybody is interested in hosting a Front Porch Project training, contact Amanda.
10. Next meeting is April 9th, there is time change, it will start at 10am to 11:30am, then 11:30 to 12pm for networking
11. Meeting adjournment- Motion by Jill, Second by Lorna