

**HOPE Coalition Meeting  
Minutes  
8:30-9:30 a.m. 3.24.2021  
Zoom**

**Meeting facilitator:** Shauna Reitmeier

**Attendees:** Brenna Olson, Shannon Abrahamson, Sarah Lefebvre, Tim Denny, Amanda Brown, Amy Hovey, Eidsmoe, Jeri Nomeland, Kim Meyers, Kirsten Fagerlund, Marissa Adam, Michelle Adolphsen, Molly Janicke, Paul Biermaier, Paula Hedlund, Sarah Reese, Tammie Ruebke, Theresia Gillie, Ward Anderson and Nicole Veselka

Agenda Topic	Discussion Points	Actions/Discussion	Whom
Welcome	<ul style="list-style-type: none"> <li>• Introductions</li> </ul>		All
Overview	<ul style="list-style-type: none"> <li>• HOPE Coalitions Mission &amp; Vision               <ul style="list-style-type: none"> <li>○ <a href="https://mnhopecoalition.org">https://mnhopecoalition.org</a></li> <li>○ Facebook: @minnesotahopecoalition</li> </ul> </li> </ul>	Shauna showed the website, gave an overview of why we were started, how we got where we are and what our vision is for the future.	Shauna
Wilder	<ul style="list-style-type: none"> <li>• Community based strategic planning process               <ul style="list-style-type: none"> <li>○ Focus group</li> </ul> </li> <li>• Survey</li> </ul>	<p>PNM is working with wilder on gathering data and information. Hoping to be looking at the data in the next month or so.</p> <p>We would like to get a small group of people together to look at the data and condense before bringing to the Coalition.</p> <p>In regards to the survey – the invite states Polk Norman Mahnomen as that is our grant counties. However, we would like all regional partners to respond as we are looking for feedback about the Coalition and how we can work together to be successful.</p>	Brenna
Coalition Structure	<ul style="list-style-type: none"> <li>• Chair &amp; Vice Chair Designation (Volunteers)</li> <li>• Bylaws: Form Committee- (Volunteers)</li> <li>• Draft Memorandum of Understanding?</li> <li>• Minutes</li> </ul>	<p>Shauna – we are now at a place in the coalition to start identifying specific positions. Shannon will work with the team and still be support for the individuals that would like to step up. Amy Hovey would be willing to be a part of this. Shauna will Chair for 1 year term and Amy will Vice Chair. Once 1 year term is up Amy will transition to Chair and Vice Chair will be vacant for new member to step in.</p> <p>Shauna shared with the group that NWMHC serves as the fiscal host for the Hope Coalition. Although NWMHC manages the funds, this group makes the decisions of how funds are spent and the financials are shared monthly to remain transparent.</p> <p>As we start putting together some structure, we would like to draft bylaws to outline who we are, our purpose and define how we make decisions. Not necessarily Roberts rule of order, but suggesting we outline how we come to consensus. No oppositions to move forward</p>	Shauna

		with Bylaws. Shauna, Amy and Shannon will schedule a meeting to drafts Bylaws before next coalition meeting.	
Outreach Activities	<ul style="list-style-type: none"> <li>• April Campaign - Alcohol &amp; Stress Awareness Month <ul style="list-style-type: none"> <li>○ Media Outlet- Social Media &amp; Weekly Email</li> </ul> </li> <li>• May Campaign- Mental Health Awareness Month</li> </ul>	<p>Brenna shared a quick overview of what the Subcommittee is planning for April and May Campaigns and asked for feedback from the group on other ideas.</p> <p>Molly Janicke (Schools) – when having to call a parent they are often oblivious to warning signs and symptoms– It would be beneficial to distribute messages directed to parents about signs and symptoms</p> <p>Theresia agrees with Molly– I lived with my husband and was around him every day- I had no idea. With these weekly social media posts, let’s try put out one small thing that everyone can do for their wellbeing examples: drink one bottle of water today, go to bed at a normal time, eat a salad, etc.</p> <p>Who is that 2 am person? Shauna talked about who your 2am person is – you can call at any time of day – pastor, friend, neighbor, mom, etc. You are really lucky to have 1 person. Especially with kids- they are feeling even more isolated with social media.</p> <p>Amy Hovey –we need to target our diverse population, since this population is so small in our area I think there are times they are missed. Add other languages to our outreach materials as well.</p> <p>If there is something specific you want us to include in a certain month, let us know. Shannon will send out the 2021 Campaign Calendar to the group.</p>	Brenna
Financials	<ul style="list-style-type: none"> <li>• Review Financials <ul style="list-style-type: none"> <li>○ April Campaign- looking to utilize funds to boost posts- \$\$?</li> <li>○ Table Tents?</li> </ul> </li> </ul>	<p>Shannon pulled up financials. We have a healthy balance in our financials. We have some funds that are restricted and some that are unrestricted. Some were donated for a specific audience – this is primarily for our ag groups. We have been using some of the funds for getting our website up, targeted materials toward our ag community. Table tents –senior centers, café’s, implement dealers, elevators, banks, etc. We could add the Crisis line info and set them on counters. Utilize some restricted for the ag community and some unrestricted for general population. Subcommittee will put together a proposal and bring back to the coalition next month.</p> <p>Shannon- the subcommittee would like to utilize some funding to boost social media posts. We are looking to this group of what our budget could be.</p>	All

		<p>Michelle – we can set whatever budget we want and then it will give you an estimate of how many we will reach. Around \$10-\$30/post. Are we doing 1 per week? This can help us come up with a monthly budget. The dollar amount is per message, not per page.</p> <p>Shauna- 52 weeks in a year –boost one post per week. Do we want to say no more than \$1000 a year to boost our social media messaging?</p> <p>Tim – just a few factors on how many we want to do – we can do some specific posts targeted to specific audiences. This could lead to more posts than we are talking about. I have also completed the application for the crisis text line mini grant – so we may have an additional 1-\$2000 to assist with boosting. The subcommittee also talked about expanding to Instagram to target high school students.</p> <p>Theresia- just be mindful of not boosting too much, sometimes too much information will flood peoples pages and then they just scroll right past it.</p> <p>No one was opposed to the \$1000 a year budget for boosting posts.</p>	
Recap	<ul style="list-style-type: none"> <li>• Create Community Strategic Plan:</li> <li>• Continue Monthly Campaigns- share with organizations</li> <li>• Create Bylaws</li> <li>• Trainings-Future</li> </ul>	<p>Continue to use the data and evaluation as we continue with planning. What is specific with schools – what is happening with the schools, law enforcement, we want to make this meaningful for everyone. As we start developing some messaging's and getting campaigns out there.</p>	All
Adjourn	<ul style="list-style-type: none"> <li>• HOPE Coalition Subcommittee Meeting: April 1st, 2021 10:00-12:00, via Zoom</li> <li>• HOPE Coalition Focus Group Meeting: TBD</li> <li>• Bylaws Committee Meeting: April 7<sup>th</sup>, 2021 2:00-3:30, via Zoom</li> <li>• HOPE Coalition Meeting: April 28th, 2021 8:30-9:30, via Zoom</li> </ul>		All