



AD HOC MARKETING COMMITTEE MEETING
Thursday, December 10, 2015 10 a.m.
15506 County Line Road, Suite 103
Spring Hill, FL 34610

Committee Members Present: Pat McHugh, Chair; Jessica Griffin

Committee Members Present via Phone: Beth Narverud

Committee Members Excused: None

Coalition Staff Present: Jim Farrelly, Jak Jakubauskas, Maria Marcoux, Audrey Stasko

Others Present: None

I. Call to Order and Welcome – Mr. Pat McHugh, Chair

Mr. McHugh called the meeting to order at 10:15 a.m.

II. Approval, Minutes from October 19, 2015 Ad Hoc Marketing Committee Meeting

Ms. Narverud moved to accept the minutes from the October 19, 2015 meeting and Mr. McHugh seconded the motion. All were in favor with no abstentions and the motion carried.

III. Update, VPK Advertising

Mr. Farrelly briefly explained the three (3) components to the VPK advertising campaign: 1.) Facebook advertising; 2.) utilize Head Start information drop off locations; 3.) local pediatricians' offices. Mr. Farrelly announced that a meeting will be held in the near future with the Pasco County Tax Collector's office to have the Coalition added as one of the featured local non-profits and to discuss the possibility of including information on the VPK program in a future mailing.

Ms. Stasko explained that a VPK brochure is being developed for local pediatricians and recommended providing a small brochure holder when delivering the information. After a brief discussion on the format of information to be provided, Mr. Farrelly explained Coalition staff would be personally visiting locations to make a connection with a key person before handing over the information.

Ms. Narverud inquired if participating pediatricians could be added as links to the Coalition's website.

Ms. Stasko briefly explained the Facebook video campaign concept utilizing children from three (3) local Sunshine Star centers. Children from each center will be

interviewed and taped by a professional videographer. Filming date has been set for December 21st with the expectation that the video will be posted by mid-January in time for the beginning of VPK open enrollment.

Ms. Narverud suggested including a “click here” for parents to take them to the list of VPK providers found on the Coalition’s website.

Mr. Farrelly stated that drop off locations used by Head Start in both Pasco and Hernando Counties will also receive VPK information.

IV. Discussion, Speaker’s Bureau

Mr. Farrelly explained an initial meeting has been scheduled for Tuesday, January 19, 2016 at 10 a.m. for approximately 8-10 Board and staff members. Speakers will be provided with the approved long and short elevator speeches and trainings will begin on what the Coalition is as well as how it operates and what community members can do to help. Mr. Farrelly anticipates having three (3) 1-hour training sessions with volunteers before they will be ready to begin speaking to various groups in the spring.

V. Other Business

None.

VI. Public Input

None.

VII. Selection, next Ad Hoc Marketing Committee Meeting Date

The next Ad Hoc Marketing Committee meeting was scheduled for Wednesday, February 17, 2016 at 10 a.m.

VIII. Adjournment

Mr. McHugh adjourned this meeting of the Ad Hoc Marketing Committee at 10:45 a.m. without further discussion.

Respectfully submitted by,

Ramute “Jak” Jakubauskas
Administrative Assistant I