**Coalition Meeting Notes**

**February 14, 2017 at 3:00**

**Location: Fargo PATH**

**Updates:**

* **AASK/Morgan:** has thirteen waiting families in our region and in North Dakota, there are 40 waiting children that AASK is recruiting for forever homes.
* **PATH/Carissa:** has 134 total licensed homes in our region, 43 homes are in process and a couple homes are waiting approval. Nancy P is exploring the option of doing weekly PRIDE trainings like Ella at LSS. Ella indicated that it is helpful because people get in when they are interested. Currently PRIDE is booking out until September.
* **Traill County/Shantel:** has seven licensed foster homes and in process of licensing one
* home.
* **SEHSC/Amy:** no update
* **LSS/Ella:** is busy, has ten foster homes and working on several others. PRIDE sessions are every Thursday.
* **Cass County/Rose:** has 99 foster homes, with two in progress and eighteen homes on the waiting list. Jennifer Thoreson will be working on the waiting family list and renewals for her part time licensing position. Rose completed a survey with Marcos Promotional Products and won a $250 gift card. Discussed using the card for candy and booth items. Thank you Rose for completing the survey!
* **Steele County/Sheila:** indicated that there are no foster homes licensed at the moment but there is one home that is interested in licensing for a specific child.
* **Post Adopt:** Peace Packs Bag Drive- Wondering if the outer counties would like to keep a couple bags on hand? There have been a lot of good quality ones. Contact Sonja at smclean@pathinc.org (Sonja/Morgan)

**Recruitment Items:**

Events:

* ND Family Based Conference. Again two door prizes- April. Discussed that we can put out the old coalition pens. (Amy)
* RRAC conference booth- Linda D at Cass County could be a contact. (Amy)

Advertising:

* Radio advertising- do the smaller counties want to do radio ads? Other ads? Please have the plan made for the advertising by April and the bill in by May. Otherwise the money will be redirected so it is not lost. (Richland, Traill, Steele, Ransom, Sargent?)
* Sibling commercial- will look to air in February or March. Reviewed we will use the same commercial as before at this time due to schedule restraints. (Rose & Jennifer T)
* Native American Diversity commercial- look to air in May. Reviewed this time we will use the same commercial as before at this time due to schedule restraints. (Rose & Jennifer T)
* Fargo School Talk Blog- <http://fargopublicschools.areavoices.com/> . Karen W- a Cass County Foster parent is willing to be interviewed for the Fargo School Blog. Need to identify next steps. (Morgan will contact Sarah B about process)
	+ FargoSchoolTalk is the official blog of the Fargo Public Schools. We post stories and information about staff, students, activities, events, curriculum, and various educational topics
* School Newspapers:
	+ [Sudhian](https://sites.google.com/a/fargoschools.org/school-newspaper/) Newspaper (Fargo South High)- Nothing new at this time. The ad has not yet been created. The coalition decided to put an advertising request in for April for ½ page for a total of $135. (Sarah- contact, Amy- ad & Rose-billing)
	+ We have posted advertisements/information in: AdVentures, Cass County Reporter, Central Cass Courier and the Catholic Schools.
* WDAZ/WDAY- Kate, a Grand Forks PATH worker is working with WDAZ/WDAY to look at running segments on television. There have been initial conversations about the process, if it needs to be a weekly spot, talk about a funding source, etc. (Bill)
* Sandy’s Doughnuts- Shantel has a contact to see if they can put a flyer on their box of doughnuts and possibly a message on their billboard. Will put this on hold for now due to the main contact being out. (Shantel to follow up, Amy to email flyer to Shantel)
* Flags for downtown? Ella indicated that after review, this option would be too expensive as there are more than 50 poles in downtown Fargo. Keep on the parking lot?
* Printing: it may be beneficial to have flyers, other promotional items, yard sign, etc. on hand. One prior contact is Custom Graphics. (Amy will contact Custom Graphics about the cost of a yard sign. Other members to contact other possibilities/options for prices to review at meeting)
* Coalition Website- requested we remove the ROI form as this is confusing for foster parents (Amy)
* We are continuing to work on closing the old coalition website for good. This is a work in progress. No new information. (Amy)
* Marketing Schedule:
	+ February:
		- Continue school ads
		- Sibling TV ad- need to come up with a new ad (Empty Nesters?)
	+ March:
		- Continue school ads
		- Family Based Conference- booth
		- Contact minority group

**Retention Items:**

* Fargo Theatre- Amy spoke to Nicole to review details:
	+ Theatre 1 is open both May 6th and May 13th- the coalition chose **May 6th at 3:00pm**
		- The coalition was interested in showing either Zootopia or Trolls. Option of purchasing the movie and giving it away as a door prize?
	+ The cost would be $700 for 11am-6:30pm and can seat up to 830 people.
	+ There will be one projectionist and 1-3 additional employees to run the concessions stand.
	+ The coalition needs to provide at least one point person. Reviewed the children should be accompanied by an adult (foster or adoptive parent).
		- Tom Jones volunteered to assist. (Tom are you available this date?)
	+ The coalition can bring in a cake \*however our grant does not allow for purchase of food items\*. The Theatre can set up a table either in the lobby or the auditorium and welcome to eat in the theatre. The only food restrictions for the Theatre is on popcorn and alcohol. The Theatre takes care of the cleaning- but hopefully our group can be respectful of the mess we make! The coalition is in charge of anything we bring in (cake, etc).
		- The concessions stand will be open for purchase and the Theatre offers a pop/popcorn combo for $5 for renters.
	+ Reviewed that since this is our first attempt, we will only show the one movie once. Reviewed that we need to be done and out prior to 6:30pm.
	+ The marquee is included in the rental- two lines of 26 characters per line, including spaces. The coalition reviewed options.
	+ The Theatre indicated getting the final bill out in May would not be a problem.

(Amy)

* Trauma training for foster, adoptive and kinship families reviewed. This training will be held twice on April 22nd and May 13th from 9 am to 4:30pm at the Fargo PATH office. Presenters are: Heather Simonich and Chris Martin. Lunch is provided but daycare is not provided. (Morgan to inquire with Chris about a flyer)
* Training- Tom Jones volunteered to be a parent to speak on trauma, attachment, teenage adoption and eating disorder. Thanks Tom for your email of appreciation to the group on all that is done for foster and adoption care!
* Training DVDs/Books: Please ask your agencies if there is interest in particular resources to add to our coalition’s library that is located at the PATH office. The group is still looking for a book for the birth children of the foster parents. (Group)

**Financial Items:**

* The bill has been received for MAT Bus and Transit Advertising.
* Order foster care month ribbons in March. (Rose)
* Website renewal- $149 for the website plan (yearly) and the domain is $47.70 (every two years) (Rose)
* Donations to the coalition are not tax deductible.

**Next meeting: 3:00 on Tuesday, March 14th, 2017 at PATH.**

**(meetings are the second Tuesday of the month at 3:00pm)**

**Parking Lot of Ideas:**

* Peace Packs Bag Drive ~ in Memory of Michael– Recruitment & Retention Coalitions in ND are teaming together to gather new or lightly used luggage and duffel bags for youth to use, whether it is to transition back home, to a facility, a foster home, a forever family, or into their own apartment, these bags will be made available to any youth in foster care in ND. The Fargo PATH office is a drop off site for collecting the bags. Flyer posted on Facebook. (Sonja)
* Extra funding for child care for post adopt support group
* Something at Frostival
* Something at Streets Alive
* Empty Nesters- target group – ‘Looking forward to the kids being gone, but once they are gone you realize that your house is too quiet. Fill your home with foster youth!’ Ella asked about looking at different conferences such as AARP or Health Conference to target these audiences.
* Windshield flyers (AASK has a lot of adoption flyers & the coalition has a bunch of old window clings)

**General:**

* Pamphlet- Let Amy know if you need pamphlets in your office.
* Website/Facebook- Please let Morgan or Amy know if you have items to post. Also if you want to be an administrator of the Facebook page, let Morgan or Amy know.
* A google document was created for a go to resource for advertising options. For each advertising option, you can add information about the option, contact, price, etc. Email Amy B with your email if you would like to access and add to this resource option.

**Always keep in mind:**

* Add to the schedule/revise yearly calendar of events. Any new ideas on booth opportunities/ recruitment/ advertisement?
* Any fun ideas to put on our Facebook page? Articles, pictures, videos, thoughts or ideas?! Please share ideas with Morgan or Amy to put on the Facebook page. There are lots of opportunities out there!
* Once Upon a Child in Fargo will give foster parents 20% off their purchase. Please tell the foster parents to bring in their foster care license as proof!

Our primary goal is to increase the number of foster & adoptive homes in our region available as resources for children with a focus on assuring that children are safe & nurtured in the homes we license & retain.

**A home for every child.**

**Website:** [www.redriverfosterandadoptcoalition.org](http://www.redriverfosterandadoptcoalition.org)

**Facebook:** <https://www.facebook.com/Red-River-Foster-Adopt-Coalition-327199587508/?fref=ts>