

Traumatic Brain Injury Fund Advisory Committee Meeting

March 10, 2011

Utah Department of Health (Room 125)

1:00 pm – 2:30 pm

Minutes

Committee Members Present:

Ron Roskos, Nita Smith, Sarah Sanders, Natalie Whatcott, Eileen Maloney, and Ann Russo (via phone)

Committee Members Absent:

Elaine Pollock and Troy Roper

UDOH Support Staff:

Sue Dubois, Trisha Keller, and Whitney Johnson

Welcome & Introductions:

- Sarah welcomed everyone to the meeting.

Approval of October & December Minutes:

- Minutes were approved without changes.
 - The approved minutes will be posted to the website

TBI Fund Logo:

- Ron passed around the different logos for the committee to look at.
 - Committee liked that it's easy to read and the simplicity of it.
- The committee motioned and approved the logo for use.
 - Logo will be added to the website.

TASK: Whitney to send Ann a copy of the logo via email.

Update on Funding & Contracts:

- The Phoenix Services contract is completed.
- Trisha is working on BIAU's contract.
- Trisha has not received the financial report for how much money we have left.
 - She will give specific numbers to everyone at the next meeting.

Update on Joint Sustainability Efforts with UBIC Members:

- Nita reported that the group from the U of U (Absolute Communications) will be meeting with the Sustainability group on the "flippin" band-aid stickers to change them (on March 31st.)
- They have done the research on email solicitation and have a list of people to solicit.
- They have set a goal of raising \$10,000.
- We will be working with them until the end of the school year.
- They are also working on the Facebook sections.

Legislative:

- Reports:
 - The report is posted on the website, and the link was sent to all the legislators.
 - We don't need to worry about this until the fall.
- Plans:
 - No future funding ("new") has been decided for the Fund yet.
 - TBI was definitely a topic for the session with the sports concussion bill that passed, but nothing for the Fund directly.
 - Since the TBI Fund budget was a one time funding, we need to get on the radar for the next session.
 - With the concussion bill, coaches are required to receive training.
 - They can go to the CDC website for a free training.
 - We should put a fact sheet together to help schools and coaches to know about this new law and the training that is available.
 - Whitney and Eileen will try to do this by the end of the month (so that we can use printing funds from the grant).
 - Get this to Whitney by March 28th.
 - For County Recs, School Districts, etc.

Strategic Plan – Review and Next Steps:

- Sue updated the strategic plan and passed around draft copies.
- There is just one goal with multiple objectives underneath.
- Suggestions:
 - Strategies 1.1.1 #1 – Change to bi-monthly.
 - Strategy 1.1.3 #1 – two contracts instead of three (BIAU & Phoenix Services.)
 - Strategy 1.1.3 #3-5 – update the dates.
 - Strategy 1.1.6 – UBIC will discuss their meeting dates and times. We may want to change our meeting schedule to accommodate those who are traveling.
 - UBIC Meeting is quarterly; this meeting is every other month.
 - Objective 2: The reality of this is that we need a developmental strategy, but those that are experienced in fund raising are already doing something for their companies.
 - We don't have the expertise, availability and time to put more effort into this.
 - We can't use funding towards doing this in our own committee.
 - It's a cycle that blocks us from achieving this goal.
 - We could look at working with a University/College grant writing class.

TASK: Natalie to make a contact with her former grant writing professor.

TASK: Nita to forward grant opportunities that are emailed to her to the committee/Whitney.

- The grant is a component of the Comprehensive Development Strategy.
- That is the only part (the grant section) that we need work on.

- Strategy 1.2.3 – completed.

TASK: Trisha to send the cohesive message to committee.

- Strategy 1.2.5 – Discussion on talking to grocery stores in asking patrons if they would like to donate towards the TBI Fund.

- Find a corporate partner (sporting goods chain, etc.) and see if they would be interested in partnering with us to help us raise money.
- Objective 3: Strategy 1.3.3 - having the logo is a huge step in this objective.
- We need to develop a plan on how we are going to educate the public on this new law that was passed (concussion bill.)
 - Take information to conferences, fairs, etc.
 - Who is our audience?
 - UBIC works on a secondary audience.
 - Legislators, patients, professionals, donors.
 - Basic PR message is that we are an organization that is helping people very effectively.
 - The Facebook is really a marketing tool, as much as awareness.
 - BIAU is applying for a Google grant in advertising.
 - Trisha is working on a donation link on our website.
 - Now is a great opportunity to get the word out, because of the concussion bill that has passed.
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- Committee to look over and see if there are any other additions or changes that need to be made, and let Sue know.

Other Items:

- Please send (or re-send) Trisha any recommendations for Cindy's replacement.

Agenda Items for Next Meeting:

- Update on Identifying Partners
- Report on Facebook / Media
- Fact Sheet by Whitney and Eileen
- Natalie's report on the Grant Writing Possibilities

Next Scheduled Meeting
May 12, 2011
Utah Department of Health
1:00 – 2:30 PM
Room 125
(Conference Line: # 801-521-3615)