

Quality of Life - Healthcare Committee Meeting

March 27, 2009

Attending Members: Tara Watson (presiding), Susie Cardwell, David Ellis, Jim Wehmeier, Melissa Wheeler, Anna Lee, Jennifer Stevens, Jean East, Mike Akridge

OLD BUSINESS:

- Begin with Review of Minutes from February Meeting
- Discussed that committee has done much brainstorming but needs to narrow its' focus towards the main programs we feel can be implemented in a manner to gain the most attention or audience with the least cost and effort. Discussion lead to new business.
- David Ellis will take minutes but needs a back up, Susie Cardwell volunteered.
- Was mentioned we now have Live Lufkin / Vision 2020 stickers.
- Reminder of new date/time for monthly meetings – 4th Friday of the Month, at Chamber of Commerce, 9 AM following the Power Network Breakfast.

NEW BUSINESS:

- Discussion on upcoming events to focus on with topics including various summer camps, Sr Citizen fair, Lufkin Middle School programs, Cinco de Mayo, Downtown Hoe Down and 4th of July Celebration.
- Due to potential audience at events, volunteer availability and cost it was decided to focus on the 4th of July Celebration. This choice offered the benefits of no booth charge, large and diverse attendance and ample time for planning.
- Discussion made on what to focus on at 4th of July event. Braclet/Arm bands, T-shirts, sponsored give aways, etc where mentioned. For audience attraction and to promote Live Lufkin message the idea of a local sports, media or wellness/health celebrity was mentioned.
- Mentioned other project to focus on would be weekly Lufkin Daily News articles on area programs that provided health/quality of life improvement options. Discussed tagging Live Lufkin/Vision 2020 motto to articles. Collected 3 target agencies from each member present that they would contact and report to Tara, who would collaborate into a multi week document for the Lufkin Daily News.

- Next meeting, April 24th, 2009 at 9:00 AM at Chamber following Power Network Breakfast

ACTION ITEMS:

- Send contacts for your 3 target agencies to Tara
- Tara will pass along comprehensive agency contact list to Lufkin Daily News
- Ideas for July 4th booth, local talent to attend booth, general ideas or sponsor options.
- Ideas for additional tagline of “Live Lufkin,”
- Bring 3 reams of light blue paper to Anna. Need by 15th of each month. Parks and Rec will supply for June.