

CHANGING THE CONVERSATION MEETING NOTES – November 6, 2018

Meeting began at 3 pm. Thanks to Americollect for hosting!

Kenlyn Gretz welcomed all and a fun introductory exercise was done with participants introducing themselves and identifying a cartoon character they believe could be President.

Mary Maurer and Dean Halverson provided a general update on the current state of Vision 2022, post the September summit. In general, Mary and Dean have been meeting with the leaders of key community organizations to determine their interest in serving as an Organizational Champion or Partner for the tactics identified within each of the 5 Work Group Action Plans. As of this meeting, we continue to meet with people and have conversation relative to assurance that the identified tactics of this team have some ownership and occur.

The following bullets represent key points from robust meeting conversation:

- The group's main current thrust is the I WILL challenge. As of the meeting, there are 1047 pledges completed. The group discussed a draft action plan for next steps to build momentum and take the I WILL challenge out to the community in new ways. The following key items were identified:
 - ✓ Brainstormed ways to get more signatures in mass
 - ✓ Group identified possibilities for table top displays at employers and key community events
 - ✓ Discussed reticence of people to sign the pledge at fun activities where their focus is on other things
 - ✓ Developed listing of key companies and service clubs and each participant took on certain responsibilities. The assigned person will be responsible for that company or event.
 - ✓ A 'kit' is developed with I WILL materials. A basic elevator speech will be developed by Mary and then Mary will send out all materials electronically to people, so they can copy and print and take with them to their assignments.
 - ✓ A table top sandwich board sign has been made for onsite meetings – contact Mary if you'd like to use this.
 - ✓ Group decided to use the texting option as well, so Mary will modify all materials to include the options of taking the pledge online at the website or by texting to a number.
 - ✓ Suggestions for some general language changes and emphasizing the WHY do the pledge were given. Mary/Dean will follow up on the V22 website and materials.
 - ✓ Members will receive the updated action plan and kit materials and are THANKED SINCERELY for taking on their assignment.

- Establishment of a community pridewear online store was discussed. Kenlyn and Dean will get together with Towsley's to determine next steps. There is great interest in assuring this tactic occurs to boost community pride visually. As well, when the new county brand is determined this would be an awesome way to share it.
- There is some interest expressed by the Chamber and MACVB in coordinating an Ambassador training program, after a success customer service training session held recently by the Chamber. More to come on that.
- Further work and discussion will take place on assuring other tactics from the Change the Conversation team occur.

Meeting concluded at 4:30 pm.