



WISE Advisory Board Agenda

October 21, 2014; 9am-11 am
Rogers Oconomowoc – Florida Room

Present: Mary Madden, Martina Gollin-Graves, Dawn Zak, Faith Boersma, Barb Bigalke, Sue McKenzie, Ed Erwin, Serge Blasberg, Debbie Rueber, Suzette Urbashich, Mary Neubauer, Peter Hoeffel, Rachel Niemann, Jenny Otto.

On-Phone: Molly Fritz, Kate Baer, Liz Gebhardt, Jeanette Arellano, Kristie Rauter, Aaron Arteaga

I. Introductions & Impact

- WISE story – Mary N shared impact of stigma reduction work and peer support in the community
- New associates on the phone: Aaron Arteaga – NAMI Greater Milwaukee/Public Allies
Kristie Rauter – Wood County Health Department

Opportunity to see “The Surface” (film that deals with topic of suicide) and talk back, see attached flier

II. Executive Committee Report

- Debbie Rueber nominated/accepted as chair
- Reviewed revenue info from Fund Development Action Team in preparation for budget proposal
- Recommendation of consultation partners for evaluation pilot (accepted) - Pastor’s United, MHA Sheboygan
- Will review member survey results & partner organization feedback for development of goals & objectives proposal for the next year
- Will discuss/propose guidelines for sponsorships, events, promotions, etc. related to member organizations, will bring recommendations to group for approval

III. Staff Update

- Conducting member/partner conversations to determine how staff might support your work; requests for dates/times welcome
- Update-current consulting relationships & staff commitments, upcoming events
- Contact Rachel if you’d like to get involved with WISE Basics, HOP, or other events, and let Rachel if you’d like to have an event on the “WISE in WI” calendar

IV. Marketing Action Team

35 min. *Deb Rueber*

- Jan/Feb PR around green bandanna sightings-collect photos, email to Deb Traeder and Rachel, or post files in the “photos” folder in dropbox if sending more than a few pictures.
- Enter requests for bandana usage through July 2015 on this form: <http://form.jotform.us/form/41665929248164>
- Discuss possible grants/funds to support; possibility of **Colectivo**
- Plan appreciation for current bandana supplier/sponsor
- HOP review (email handout)- what & to who-getting out & supporting members to share HOP
- Group will continue to brainstorm possibilities for renaming HOP. Some ideas: “Talking about mental health” “My Story, my power” (Sue, you had a more in-depth tagline for this, too)

V. Portfolio Action Team – see written report

- Get HOP out to new organizations
- Continue to revise/update HOP

VI. Youth-Parent-Schools Action Team – see written report

- Youth surveys
- Work with schools on intervention and social/emotional learning

VII. Continuous Learning Action Team-written report – see written report

- Consider working on language update for CIT training
- Art Show at PSGM
- New cultural groups to have roundtable with?

VIII. Fund Development Action Team-written report (email handout)-Questions??

- Recommend shared support for Public Ally as done last year (WISE member combined commitment \$9000)
- Consider raising funds to send representative(s) to International Stigma Conference – some people raised the point that they would prioritize investing in local initiatives and resources above this; something to consider and discuss Who would like to attend – Mary N put name in hat. Who can fund self?

IX. Action Teams & Membership & Communications & Meetings

- Teams: marketing, youth, portfolio, continuous learning, fund dev., membership, website, + Ex. Committee
- New/re-organize/refresh teams; 1 year commitment (calendar year)
- Expansion & diversification of group as a whole-consider potential new members/allies
- Teleconferencing research group?

WISE Meetings:

Nov. 12, 2014 Ex. Committee 9-11 am Oconomowoc
Dec. 16, 2014 Advisory Board 9-11 am Oconomowoc
Jan. 7, 2015 Ex. Committee 12-2 pm Oconomowoc
Jan. 20 Advisory Board 9-11 am ? TBD
March 17, 2015 Advisory Board 9-11 am TBD

WISE in WI:

Oct. 6 ACSSW Institute Waukesha WCTC
Oct. 17 Transitions Conf. Dells
Oct. 22 Rogers Dietary staff
Oct. 23 WI Mental Health Webinar Series
Oct. 28/29 MH/Subs Abuse Services Conf. Dells
Nov. 10/11 Children Come First Conf. Dells
Nov. 14 PSGM Conf. Art exhibit
Nov. 19/20 HOP ToT Appleton
Nov. 21 Sheboygan (tentative)
Nov. 21 Steven's Point Suicide prevention/mental health coalition
Dec. 3 Stigma & Borderline Personality Disorder

PLEASE BRING YOUR CALENDAR