



Weed & Seed Violence and Women Committee Meeting  
Diversity Counseling and Therapy Center - 744 Burton SE  
Tuesday, August 18, 2009  
12:00PM-1:00PM

## Meeting Minutes

- 1) Call to Order/Introductions
  - a. Those in attendance: Annita List, Kristine Jaros, Amy Piddington, Pamela Benjamin, Divain Rosales (intern with KCHD)
- 2) October Kick-off Event update
  - Kristine updated the group on the recent meetings that had taken place regarding a end of September 2009 DV Awareness Month Kick-off. Group has not met again although many efforts are still taking place including some individuals attending a seminar in Detroit on prisoner reentry and DV. Kristine contacted Annesia and Michelle Anzvinno to see if they had ideas on how to make the program interesting to the youth.
- 3) Purple Ribbon Campaign
  - Youth Campaign
    - i. Lt. Mason is working on getting permission from GRPS to promote the “that’snotcool.com” campaign. The campaign is sponsored by the End Family Violence foundation. This would include 4 PSAs shown in schools and on cable tv, possibly posters and banners for cafeterias and football games. Can we provide copies to any school that would like one (Divian’s school, Annita’s daughter’s school?)
    - ii. Divain shared the results of her research on purple ribbon magnets. The group agreed to buy car magnets for GRPD if they approve (Kristine to ask Belk), Cost would be \$1.69/ribbon x 250 ribbons = \$422.50. Amy suggested we include a thank you note to the GRPD officers on a job well done dealing with this difficult issue.
    - iii. Metal Signage has not been explored as we still need permission from the Ad Council.
    - iv. Billboard on Franklin / Eastern? Lt Mason?
  - Adult Campaign
    - i. Kristine picked up purple ribbon supplies and samples and provided to Amy/Divian. They will start making them. Kristine to contact a youth group to find some help for Divian. She may do a video program of the process. Amy and Divian will work on creating a card to attach the ribbons to with some verbage.
    - ii. Amy to explore 2009 slogan for adults. Will need to do posters for businesses / churches as well. Need to have resources identified.
- 4) Baxter Community Center Update
  - Next meeting scheduled for early September with Al Heystek.
- 5) Next Meeting
  - Tuesday, Sept 1<sup>st</sup> , 12-1pm. Diversity Counseling and Therapy Center – 744 Burton SE