## IMPACT SPARTANBURG

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**PURPOSE:** Serve as a catalyst for reducing alcohol, tobacco and drug use in Spartanburg County, South Carolina.

**LEAD:** The Forrester Center for Behavioral Health serves as the lead agency. Taylor Dockter is the current Chair. Committees are assigned as needed.

**MEETING TIME:** 5:30pm on the first Tuesday of the month. Meetings are held in the board room at the Upstate Family Resource Center.
Meeting Minutes

June 13, 2017

5:30 – 6:30 PM

Upstate Family Resource Center, Board Room

Attendees (8)

- Taylor Dockter – TFC
- Victoria Payne – TFC
- Sarah Harris – USC
  - Upstate Student
- Lauren Hultstrand – SC
  - Thrive
- Peggy Wilcox – TFC
- Sydney Will – USC
  - Elizabeth Hardee – Sam Sloan – United
  - Upstate Employee
  - Parks & Recreation
  - Way VISTA

Opening of Meeting

The meeting was opened and conducted by Taylor Dockter

Member Introductions

We were happy to be joined by Sam Sloan, Lauren Hultstrand, and Sarah Harris

Completed Activities

- We reviewed the completed activities between now and the previous meeting including: Teen Health Night, Boiling Springs Springfest, Eaglemania, Impact Chesnee video production & skit
- As a group we discussed alternative ways to engage in information sharing with local high school students including anonymous question submission and more youth-friendly language when advertising

Sarah Harris – Branding Presentation

- Sarah Harris is a USC Upstate student who began working with Impact Spartanburg in late winter
  - She presented three different prospective logos and how we could use these with our existing marketing materials
  - In the next week Sarah will work with Taylor Dockter to put together a doodle poll to share these visuals with those who were unable to attend and receive feedback

Social Media Growth

- Impact Spartanburg has a summer intern, Porsha DuBose, who is managing our social media platforms
  - We are moving the Instagram account towards incorporating more positive and inspirational messages/images to try and increase adolescent engagement
  - Changes in engagement will be tracked and progress will be reported out at the next meeting
Advertising

- The group had a robust discussion about outdoor advertising including pros, cons, barriers, areas to research, etc.
- The group did not reach consensus about whether they wanted to pursue outdoor advertising but does want to do more research
- Sarah Harris has designed “table toppers” which are free standing and paper-based to keep costs low
- We are interested in recruiting 2-3 sites to serve as a pilot for the table toppers

Sector Representation

- Continued emphasis on bringing in new members and ensuring that the entire community’s voice is represented in our activities

Meeting adjourned

- 6:33 PM

Next meeting:

Tuesday, August 8, 2017 at The Upstate Family Resource Center from 5:30 – 6:45 PM