



**Central Texas African American Family Support Conference
Outreach Committee Meeting**

Date: Wednesday, July 10, 2019

Time: 11:30am -12:30pm

Location: Conference Room 2 / 1430 Collier Street, Austin, TX 78704

In Person: Lady Jane Acquah, Kimberly Holiday, Lisa Quinn, Falecia Rivers, Reggie Smith, Willie Williams

On Phone: Michele Bibby, Edwin Evans, Robin Peyson, Flora Releford, Warren Stewart

- 1. Welcome:** Kimberly Holiday opened the meeting and encouraged all participants to help build awareness of the conference and to work creatively as a team.
- 2. Committee Introduction:** Members introduced themselves and provided some background information on their history with the conference. Lady Jane Acquah introduced herself as Integral Care's new Special Events Manager.
- 3. 2020 Outreach and Marketing Goals:** Members offered thoughts on places / areas that could be targeted for outreach and marketing. Ideas included more outreach to mental health peer specialists and the mental health recovery movement; statewide marketing (not just regional); substance abuse outreach; Be the Change: a Restorative Practices Community Building Conference at Huston Tillotson from July 15-17; the Big Texas Rally for Recovery on September 21 in Arlington; St. John's Baptist Association revival on July 21; public service announcements on KAZI; social media pushes; Via Hope for email inclusion and marketing to peer specialists; Texas association of social workers; Workforce Development Task Force of Travis County; Round Rock Black Parents Association; Austin and Pflugerville Independent School Districts; Hill Country MHMR Center; Carver Library; and the African American Department at The University of Texas.
- 4. Collaborations that create win-win:** Lisa Quinn distributed a list of local churches which was used to help market previous conferences. When 2020 marketing materials are ready for distribution, Willie Williams suggested committee members help personally distribute materials to churches with which they have relationships.
- 5. The Big Picture:** Willie Williams reported that Integral Care is working on a marketing plan. An upcoming call is scheduled with a group planning a conference for school aged students near the time of the Central Texas African American Family Support Conference. Conference registration will open near the end of August. An ad hoc committee of Willie Williams and

Marietta Noel will work to contact previous members so they can be recognized at the conference for their legacy of support.

- 6. Closing and Announcements:** Members shared meeting takeaways before Kimberly Holiday closed the meeting. Edwin Evans offered video/photography assistance to help promote the conference. Other ideas included a video loop of old photos and video footage and CEUs for Peer Support Specialists. Members were thanked for their willingness to share ideas.

2020 Conference Date / Location Palmer Event Center February 10, 2020 – Set Up February 11, 2020 – Day 1 February 12, 2020 – Day 2	Outreach Committee Next Meeting Wednesday, August 7, 2019 11:30am-12:30pm Second Wednesday of Each Month
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