



**Central Texas African American Family Support Conference  
Pre-Conference Reception Conference Meeting**

**Date:** Wednesday, August 15, 2019

**Time:** 12:00 – 1:00pm

**Location:** Conference Call

**Host:** Lady Jane Acquah

**On the telephone:** Emmitt Hayes, Stephanie Harris, Mallinee Diggs, Deborah Duncan, and Jodie Eldridge

1. **Welcome:** Emmitt Hayes opened the meeting with an explanation of the importance of the CTAAFSC to the African American community because of the need for mental health services. He spoke of the need for action pertaining to fund-raising and relationship building. He called on all members to help implement the ideas shared at meetings.
2. **Pre-conference reception:** Mallinee Diggs made a case for how important the 20<sup>th</sup> anniversary of CTAAFSC is for Integral Care, all Committee members, especially the founding members, and the community at large. The purpose of the pre-conference reception is to raise funds (at least \$20, 000), build lasting relationships, and community education on behavioral health issues.
  - a. **Details of the reception:** Proposed venues are the Carver Museum (because it is central to the African American community) or City Hall. The proposed date is January 15, 2020, or at least 30 days before the Conference. Each Committee member will sell ten tickets at \$35 each. Flyers and tickets to be created at a low price. Invitations to be sent out by October.
  - b. **Food and entertainment:** Propose to serve finger foods and hors d'oeuvres. Austin Community College culinary students can cater. Soft drinks and wine (ask wineries around Austin to sponsor by providing wine). Entertainment - soft piano music by a musician for a minimum honorarium.
  - c. **Audience:** Invite 200-275 people. Time is 6-8pm. 6pm arrival and networking; 6:30pm show video; 7pm entertainment; 7:15pm sponsors speak –AISD, DVISD, City Mayor, City Council members; 7:30pm eat, network, and close.
  - d. Each committee member should find a sponsor and court that friendship to raise funds.

3. **Integral Care and the African American community:** Emmitt Hayes reiterated that there is a lot of work to be done in the community about the Integral Care name change and even the conference. Most people he interacts with are more familiar with the name of Austin-Travis County Mental Health Mental and Retardation Center (MHMR), and less familiar with the name of Integral Care. The reception may help promote Integral Care rebranding and the conference. The reception must pull in faith groups, service organizations, African American businesses, the sororities (Zeta, Delta), Chamber of Commerce, etc. to join. Every committee member must be assigned a task to make the reception a reality.
4. **The way forward:** Create an ad hoc committee to be in charge of the pre-conference reception. Integral Care staff must work hard to immerse themselves in the African American community, especially with the re-branding effort that is on-going. The elevator speech and talking points for the conference must be made available to all committee members, so everyone has the same information.

**Follow up:**

1. Discuss the creation of an ad hoc committee for the reception with the Planning Committee.
2. Print elevator speech and talking points for the CTAAFSC for everyone and put on the website.
3. Request all Planning Committee members to attend the upcoming meeting on August 21 so important decisions can be made.
4. Require from Integral Care how staff can provide administrative support for the reception.