

Safe Kids Sonoma County Minutes

Date: 6/11/08

Present: Allie Bialkin, Beth Dadko, Lori Millunchick (minutes- thank you!), Desiree Poindexter, Marsha Rozell, Dan Villalva, Carl Wong

TOPIC	DISCUSSION	ACTION/ BY WHOM/BY WHEN/FOLLOW-UP
<p>Introductions and Announcements</p>	<p>Marsha- will be helping at Infineon Raceway during NASCAR event- will scope out possible relationship with Safe Kids for Child Passenger Safety (CPS) week Sept 20-28.</p> <p>Allie- Family Expo is combining with Home and Garden Show (Sept 19, 20, 21, 2008). During CPS week. Opportunity to reach thousands of families.</p> <p>Beth- June Latino Service Provider meeting will be hosted by Safe Kids' Home Safety Action Team on June 26 from 11:30 a.m.- 1 p.m.. Opportunity to recruit and share about new website.</p> <p>Neighbors in Health- Aug 3 from 7 a.m.- 4:30 p.m.- at Kaiser Permanente- day of free medical care and health and safety fair. Safe Kids in charge of safety zone. CPS, bike and ped, and home safety groups will participate.</p> <p>Beth passed out fliers on general safety and "Do I Need a Booster Seat?" for members to view.</p>	<p>Allie- to check if fee can be waived again for Safe Kids Coalition- to recruit volunteers to work the weekend</p> <p>Beth- to send out flier All- please spread the word about the meeting</p> <p>Coalition- to recruit volunteers to take a shift</p>
<p><i>May Minutes</i></p>	<p>No corrections. Desiree motioned to pass. Allie seconded. Passed unanimously.</p>	
<p>SMART Endorsement Decision</p>	<p>Group discussed SMART Rail and Trail ballot measure endorsement. Tracks are in place for the 60 mile rail system from Cloverdale to Larkspur. Class one bike route would be along the train. Would improve bicycle and pedestrian safety by relieving traffic, providing riding/ walking infrastructure. Group supported endorsement, but decided to put e-mail out to group first to make sure there are no objections.</p>	<p>Beth- to send out e-mail about endorsement, send individual endorsement form</p> <p>All- for more information, see website at: http://www.gosmarttrain.com/index.htm</p>
<p>New Info/ Skill: Talking about the Coalition- Part II</p> <p>By the Community Media Center</p>	<p>Dan/ Desiree- reviewed Safe Kids talking points and The Pitch documents.</p> <p>Practiced on video with Allie and Rafael.</p> <p>Take-away points: be more nervous about small cameras- less professional. Talk in sound bytes. Be aware if you seem that you're talking at the camera- it colors the way people view what you're saying.</p>	<p>Documents in the Resources section of the website.</p> <p>Thank you CMC!!!!</p> <p>Group to repeat exercise in about 6 months</p>

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<p>Action Team Reports</p>	<p>Bike and Ped (Marsha)- Walk and Roll To School Day is on October 8. Group applied for \$1000 grant for promotional materials and is planning for the event.</p> <p>Bike Rodeo events in full swing. Group is training consultants for the rodeo team to set up the skills course on 7/22. Working to get more bike shops involved. Group is creating 2008-09 calendar to better plan for rodeo events.</p> <p>CPS (Marsha)- 5/21- held a NHTSA car seat technician refresher training. 16 technicians took the class- received 6 CEUs.</p> <p>5/22- Buckle Up Around the Bay car seat check up event at AAA on Farmers Lane. Checked 26 children's seats. 4 new seats distributed.</p> <p>6/2- 6/2- NHTSA car seat technician training. Trained 8 new car seat technicians. Check-up was 6/6. Checked 21 children's seats. 4 new seats distributed.</p> <p>Marsha speaking in SF on 6/12 at CPS conference.</p> <p>Home Safety (Beth)- Group preparing to host Latino Service Provider meeting on 6/26.</p> <p>Water Safety- Not present</p> <p>PLAN (Lori)- PLAN didn't receive OTS grant. Round Table meeting cancelled for Friday, June 13 due to low turn-out. Will reschedule for September.</p> <p>Group planning media blitz for late June about the new cell phone law in effect on July 1.</p>	<p>Bike rodeo events on Safe Kids website- Events calendar</p> <p>Vamos A Nadar Events on Safe Kids website- Event calendar</p> <p>Next PLAN meeting- Thursday, July 10, 2008 (one week later than usual because of 4th of July holiday)</p>
<p>Next Meeting</p>	<p>Wednesday, July 9, 2008 2-3 p.m.</p> <p>La Plaza Building A, A212, Santa Rosa, CA 95403</p>	<p>Please mark your calendars!!!</p>