

## Taylor White Foundation Agenda

Meeting Date: 12/14/14

Meeting Time: 4:30-5:30pm

Location(s): Elgee Rehfeld Mertz Office

### Check-In/Admin/Updates

15min

- Misc. Updates
- Finance update
  - The website fundraising thermometer has been increased to \$4,075 due to recent donations.

### Discussion Topics:

#### BRAKES Planning

45min

- Update on phone call with BRAKES
  - BRAKES was not initially receptive to splitting the registration donations 50/50, although discussions are ongoing.
  - There should be no problem using companion fare tickets for airplane flights.
  - We may wait until January to purchase Alaska Airline tickets with the hope that Delta will announce another summer of flights to Juneau.
- Grant status update
  - Crossett Fund grant application in progress
- Revisit the timeline – identify tasks for next month

#### BRAKES Planning Timeline

##### November 2014

- Sam and Carol to negotiate BRAKES training specifics including donations, costs, etc.

##### December 2014

- Grant applications completed by end of 2014 calendar year

##### January 2015

- Start early promotion in High Schools
- Have registration process open for participants
  - New BRAKES registration page goes live
- Contact state farm
- Start writing public service announcement

##### February 2015

- Hotel accommodations arranged for BRAKES staff
- Food, funding from businesses

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March 2015

- Begin main promotional work. This will continue into April/May
  - Consider Mud Room as a place to advertise/promote.
- Contact the city and DOT about cones

May 15, 2015

- Trainer's Arrive!

Next meeting planned for January 4<sup>th</sup>, 2015