

Taylor White Foundation Meeting Notes

Meeting Date: 2/9/14

Meeting Time: 4:30pm-6pm

Location(s): Elgee Rehfeld Mertz office or Google Hangout

Attendees: Carol, Tyler, Sam, Morgan, Ulla, Justine, Chanda

Check-In/Updates

15min

- Any news not included in agenda below?
- The City & Borough of Juneau provides grants totaling \$330k. We may be eligible for one if we apply by March 3rd. We would be notified in June. Could cover all costs of BRAKES training except stipends.

Discussion Topics:

IRS Issue: get the boring part done first ☺

20min

- Sounds like we will get our status back!
 - We were removed from IRS Pub 75 in March 2013. Submitted reinstatement request in June 2013. We are almost guaranteed to get our exemption status back since our mission has not changed. We will go forward acting as if we have our 501c3 status.
- Retroactive reinstatement effects to consider
 - We may end up owing income tax for the months between March and June 2013.

JDHS Focus Group Update

30min

There were 20-25 students in attendance with 5-6 students doing the majority of the talking.

- Feedback received
 - They suggested something similar to the under-21 club idea – with a focus on events. JRC could donate and stay open late for a teen night. It was brought up that most all high school students do not respect or go to the HUB, an afterschool center for all ages of kids. They stressed the importance of branding and image when marketing towards the youth.
- Email list established?
 - 3-4 outgoing kids gave us their contact info. **Carol will create an excel spreadsheet for managing our various contacts.**
- Impact on our efforts for 2014 and beyond
- **Action Items:**
 - Continue exploring connections in town about late-night student activities
 - Continue searching for contacts that would help enable us to have future focus groups with youth students. Perhaps something at TMHS or at detention periods?

KTOO High School Dance

25min

Update from Carol

KTOO is sponsoring a high school dance and wants to donate all of the proceeds to the TWF. Tentatively planned for March 1st or 8th. **Carol will call KTOO and inquire about if there is anything else we need to do to help with the dance.**

- Car display logistics
 - They requested that we bring the car display. Sam will be the default car delivery volunteer.
 - Where should we plan on putting the car display – in the Centennial Hall parking lot?
- TWF involvement?
- Perhaps we can recruit some of the high school kids that we met with in the focus group to help with the radio spots.
- Campaign spots
 - Not directly related to the dance.
 - KTOO wants to provide us with the opportunity to help create public PSA style radio spots to advocate for stop drunk driving month.
 - Do we have any material for use in a radio spot to distribute our message?