Taylor White Foundation Board Meeting

Agenda

Feb 6, 2011

Members Present: Sam Roche, Haleigh Dicarlo, Morgan Thomas, Linda Cabello, Tyler Emerson, Justine Muench, Katie Quinn, Kristin Bartlett, Lauree Dicarlo, Carol White, Kevin White

Guest: Joe Emerson, Maggie

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| Item | Reporting | Action Items |
| 1. Treasurer’s Report | The Foundation has a balance of $25,422 |  |
| * Documentary   1. Web Analytics   2. DVDs   3. Presentation | Morgan reported the website traffic increased dramatically once the video was posted. The majority of traffic is coming directly to the website - 656 as of 1/28/2011; 163 from facebook, 110 from Pat Race’s webpage. 84 Google, and 19 from myfamily, Carol’s families web page. The video has had 431 unique viewings.  We discussed ways to increase visits. Posting articles that relate to teen driving, teen driving and drinking, teen driving education would trigger the search engines to include the Foundation webpage in search results. This task was not assigned but we need to capture it to work on in the future.  The suggestion was also made to more actively update the website with interesting and meaningful information. A suggestion was made to capture video of the panel discussions and Q & A from the documentary presentations coming up in the spring and post them. We will plan to video the Petersburg presentation.  The Foundation is having 500 copies of the documentary produced. Pat Race is sending the DVD’s out to be produced. A discussion was held about how to distribute them. A suggestion was made to put a statement on the webpage that DVDs were available upon request, and have a link back to the contact us page. I checked the website and Morgan has already done this ☺ Thank you Morgan!  Carol updated the board on past presentations and shared the next planned presentation for the documentary will be in Petersburg in April. Tyler and Linda will be doing the presentation and Q & A.  Other venues we will pursue are both middle schools possibly just for the 8th grade, Rainforest Recovery treatment program, Youth detention center  We also had a note from Tom Nave saying he had recommended to Judge Levy that it be mandatory viewing for teens with a minor consuming charge. | 1. Post articles on the website related to teen driving, teen driving and drinking, teen driving education would trigger the search engines to include the Foundation webpage in search results 2. Video the Petersburg presentation and post on the website. Note: use a tripod 3. Continue consideration of how the DVDs can be used to promote the mission of the Foundation 4. Linda Cabello volunteered to talk with Molly Box about a documentary presentation at Floyd Dryden 5. Lauree Dicarlo and Haleigh will also talk with Molly or someone else at Floyd Dryden 6. Kristen will follow up with someone at DZ. 7. Kevin will follow up with the high schools about viewings for the high schools 8. Justine will follow up with Tom Nave to see if Judge Levy had accepted his recommendation. 9. Kevin will follow up with the youth detention center 10. Tyler will follow up at Rainforest (did you volunteer to do this?) |
| * Car Display | Tyler and his family have donated his totaled car to the Foundation. Bear Body Works and the Smith Brothers (Tim and Joe) have each volunteered to have the vehicle stored in their parking lots for a year each.  Kevin has purchased the trailer the car will sit on so it can become a mobile display. This will allow us to park it at events, and places around town. The trailer should be arriving in town next week. Kevin is making arrangements to pick it up from JPD and move it to its first yearly storage place.  Katie offered to have the trailer come up from Seattle courtesy of Capital Office Supply. She and Kevin were going to work out the details and try to make that happen.  The car and trailer will include a display to be designed by the youth. Carol wrote a grant to ICE for $500 to help cover material costs. Haleigh has agreed to help with the display and anyone else that is interested is welcome to help.  Suggestions for places for the car to be displayed were at the Safe Graduation party, at the high schools, parked out the road past Eagle beach, at the middle schools perhaps during the 8th grade dance | 1. Katie to contact Kevin about barge details 2. Carol will first put out on the Foundation distribution list a request for people to help design and construct the display. If there are no takers Carol will contact Kara Fortney to see if any of the youth she has helping her would be interested in working on this project. 3. If there is an interested board member who would like to be a part of this workgroup please let Carol know. 4. Morgan was going to check with his DOT associates to see who we would need permission from to park it along the side of the road. 5. Kevin was going to find out what sort of insurance we might need. Brad Thompson may be help with both of these items if Kevin and Morgan need it. |
| * Under 21 Club | We were running out of time so Linda did a brief update on what had been done so far and then we asked the board for recommendations on what the next action should be.  It was agreed that the foundation would sponsor an event as a fund raiser for the foundation to generate interest amongst kids on what it is like to put something like this together. The hope is they will see it can be a money maker and a first step toward an entrepreneurial approach to an under 21 club.. It was suggested that we hire Alex and Miguel to work with some kids. Linda agreed to contact Miguel and see get a list of interested kids. | Linda to contact Miguel and get a list of interested kids and form a workgroup. |
| * Safe Ride Home | We ran out of time, so will discuss at next meeting |  |
| * Driver’s Training | We ran out of time, so will discuss at next meeting |  |
| 1. Other representation | We ran out of time, so will discuss at next meeting |  |
| 1. Next meeting | Next meeting is March 6, 4:30-6:00 |  |

