

Meeting Title:	REGION IV HELP ME GROW IEIC COMMITTEE MEETING
Meeting Date:	Tuesday, June 18, 2013 9:00-11:30 a.m.
Meeting Location:	Lakes Country Service Cooperative 1001 E Mount Faith Ave, Fergus Falls, MN 56537

Attendees:	
Note taker:	Cami Uhrich

Agenda	Notes
-Introductions	
-Review, modify and approve agenda	
-Review and approve March 28, 2013 mtg. minutes	
2013 Regional Interagency Early Intervention Status Update Report: Due June 28, 2013 Follow up on strategies: <ul style="list-style-type: none"> -FAP -School Census -Look What I Can Do? -Post-its 	
Region IV 2013-2014 Work plan development: Due to MDE-Kelly Monson by June 28, 2013 MDE Requirements: One (1) Communication goal and 2-3 more goals pertaining to public awareness/child find. Goals: Establish an effective communication pathway between Region 4 IEIC chairperson and IEIC members. Establish an effective public awareness campaign in Region 4. (sub-committee/ contract discussion) Establishing an effective public awareness campaign will improve child find efforts throughout Region 4	

Agenda	Notes
<p>ACTION ITEM:</p> <p>Approve 2013-2014 Region IV IEIC Work Plan</p>	
<p>IEIC funding review: Denny Ceminski, Lakes Country Service Cooperative</p> <p>Budget review:</p> <p>2012-2013:</p> <p>2013-2014 projected budget including carry-over funds</p> <p>ACTION ITEM:</p> <p>Approve 2013-14 Budget</p>	
<p>June 26, 2013 10 a.m. IEIC Region/State Leadership Call</p>	
<p>Region 4 IEIC meeting: 9/17/2013 9-11:30 a.m.</p>	

IEIC Region IV Meeting Minutes

June 18, 2013

9:00 AM -12:00 PM

Lakes Country Service Cooperative

Attendance:

Carla Ptacek, Carol Meissner, Todd Travis, Mindy DeGeer, Gyda Anderson, Deb Hengel, Kateri Skunes, Terri Darco, Denise Colburn, Bev Bales, Mary Rolf, Mary Dillard, Carolyn Strnad, and Denny Ceminski

Note taker: Cami Uhrich

1. Introductions-

- Carol Meissner called the meeting to order. Introductions made.
- Membership change: Terri Darco of White Earth Child Care Program will be replacing Mary Loeffs Membership. Micki Curtis has agreed to attend IEIC meetings as a parent representative.

2. Review, modify and approve agenda (Attached)

- Mindy DeGeer motioned to approve the agenda with the addition of a report from Kateri Skunes of Parent Aware
- Mary Dillard seconded the motion
- Motion carried

3. Review and approve March 28, 2013 meeting minutes

- Todd Travis motioned to approve the minutes
- Deb Hengel seconded the motion
- Motion carried

4. 2013 Regional Interagency Early Intervention Status Update Report

- Page 1 to be completed by counties by June 28, 2013 accessible through the google doc link.

Follow up on strategies:

- FAP-** Invoices coming in from Public Health for IEIC funding. Invoices must be submitted by June 30, 2013.
- School Census-** At this time, 14 districts have submitted requests to MDH for school census funded through Region IV IEIC. MDH will be billing LCSC for total cost of \$180 per district. Deadline for requests is June 28, 2013.
- Look What I Can Do –** At this time one expense voucher has been submitted for Look What I Can Do events. Others have verbalized intent. Deadline for acceptance of Expense Vouchers for Look What I Can DO is June 30, 2013.
- Post it Notes & Behavior Wheels-** Post it Notes and English/Spanish Behavior Wheels were ordered and were distributed at the end of today's meeting to county representatives.

5. Region IV 2013-2014 Work Plan Development: (Attached)

- 2013 2014 Region IV IEIC Work Plan reviewed; discussion held
- Motion to approve 2013-2014 Region IV IEIC Work Plan –Mary Dillard
- Seconded by Mary Rolf
- Motion carried.

6. IEIC funding review: Denny Ceminski, Lakes Country Service Cooperative

- Denny reviewed 2013 budget to date and estimated budget for 2014. **(Attached)**
- Discussion held regarding outdoor advertisement (billboards and transit displays)
Denny presented scenarios and quotes for both
- Discussion/input regarding IEIC brochures and other outreach strategies such as consistnet website information/links throughout region and telephone messages at schools regarding early intervention. Further discussion planned for September meeting.
- Motion to approve 2013-2014 Budget –Bev Bales
- Densie Colburn seconded the motion
- Motion carried

ACTION:

- Put together packages for advertisements to present at September agenda. –Denny Ceminski
- Check with MDE for wording of current advertisement to make cohesive message –Todd Travis

7. Parent Aware Report –Kateri Skunes

Child Care Aware of Minnesota grows communities by fostering the healthy growth of children and the professional growth of child care providers. They provide statewide leadership in shaping collaborations that build a diverse, high-quality child care system accessible to all Minnesota families through local resource and referral services. More information can be found on their website:

www.childcareaware.mn.org

ACTION:

- Create a “Help Me Grow” script for speakers to include during training events to increase awareness –Gyda Anderson

Next Region IV IEIC Meeting scheduled for Tuesday, September 17, 2013 from 9:00 – 11:30 AM at Lakes Country Service Cooperative –Fergus Falls, MN.

MEETING ADJOURNED

Please use the address below to view past Region IV IEIC meeting minutes, agendas and documents.

<http://www.lcsc.org//Domain/106>

Minnesota Department of
Education

2013-2014 IEIC Work Plan Guidance

March 7, 2013

Dear Regional IEIC Chairs,

The major roles of regional IEICs for the 2013-2014 year will remain grounded in activities of public awareness and child find to primary referral sources. In an effort to maintain the great work you have already begun and enhance your developing efforts, the attached work plan format has been created. You are not required to create a work plan for current initiatives, but we expect that you will continue efforts to implement them while documenting the new initiatives you design for next year. In an effort to develop and maintain clear communication pathways, we are requiring regional IEIC's to have one goal specific to communication. Finally, the remaining 2 to 3 goals that you develop should be connected to your regional budget. Final allocations have not been released yet for next year. However, you can use your 2012-2013 budget allocation as a guide. I have attached a blank template of the work plan; one template should be filled out for each goal. I have also attached a template with explanations on how to develop your goal, as well as a sample goal.

Please submit your regional work plan no later than June 28th, 2013. Email them to Kelly.monson@state.mn.us. Thank you again for all you do. Minnesota's young children and families are lucky to have such dedicated professionals. Please do not hesitate to contact me with questions at 651-582-8421.

Sincerely,

Kelly Monson

Help Me Grow Coordinator

Example Goal

Region: MDE State office

Stated Goal: Establish an effective communication pathway between the Help Me Grow Coordinator and Regional IEIC Chairs

Perspective	Strategy Map	Measures
Customer	<ul style="list-style-type: none"> • Better communication systems established between HMG Coordinator and IEIC Chairs 	<ul style="list-style-type: none"> • IEIC chairs are satisfied with the communication efforts from HMG Coordinator via feedback formal and informal
Financial Stewardship	<ul style="list-style-type: none"> • HMG Coordinator time to establish, plan and facilitate phone calls • IEIC Member time to participate in calls • HMG Coordinator allows time for regions to share with each other 	<ul style="list-style-type: none"> • Track regional participation All regions participate on the calls • Appropriate use of allocated funds through fiscal monitoring • Time is scheduled on agenda for regions to share info
Internal Process	<ul style="list-style-type: none"> • Disseminate schedule to IEIC chairs • Send agenda out prior to call 	<ul style="list-style-type: none"> • Members surveyed to provide feedback/topics for calls • Track calls to ensure they happen when scheduled
Organization Capacity or learning and Growth	<ul style="list-style-type: none"> • Establish conference call code • Survey members for topic ideas 	<ul style="list-style-type: none"> • IEIC chairs respond with topic ideas • Call schedule is established w/topics

Goal Development Guide

Ask yourself these questions as you begin to develop and map out your goals.

<p style="text-align: center;">Perspective <i>(look at the category below- this is the perspective you are working from to develop strategy and measures)</i></p>	<p style="text-align: center;">Strategy Map <i>(What's your strategy to be successful?)</i></p>	<p style="text-align: center;">Measures <i>(How will you know you did/didn't make a difference in the area?)</i></p>
<p>Customer <i>(Who you are serving)</i></p>	<p><i>Through the eyes of the customer, how well are we meeting needs?</i></p>	<p><i>Satisfaction Improved Results</i></p>
<p>Financial Stewardship <i>(Doesn't necessarily have to be monetary, could also be human capitol)</i></p>	<p><i>How do we maximize value and effectiveness?</i></p>	<p><i>Value Effectiveness Resource Use</i></p>
<p>Internal Process <i>(What's happening internally (Ex. IEIC) to be effective or what is needed to meet needs?)</i></p>	<p><i>Are processes working to deliver better products and/or more effective services?</i></p>	<p><i>Efficiency Effectiveness Quality</i></p>
<p>Organization Capacity or Learning and Growth <i>(What do we need to know or put in place to be successful)</i></p>	<p><i>What knowledge, skills, abilities, tools, technology and capacity is needed for employees to improve?</i></p>	<p><i>Human Capitol Innovation Tools Culture Infrastructure</i></p>

Region: 4

Stated Goal: Establish an effective communication pathway between Region 4 IEIC chairperson and IEIC members.

Perspective	Strategy Map	Measures
<p>Customer</p> <p><i>(Who you are serving)</i></p>	<p>Continue the efforts to clarify how information from our multiple perspectives can be vetted for consistency of message prior to broader dissemination. Goal: Communication / dissemination system established between Region 4 IEIC members and chairperson.</p>	<p>Region 4 IEIC members are satisfied with communication efforts from the Region4 chairperson via informal feedback</p>
<p>Financial Stewardship</p> <p><i>(Doesn't necessarily have to be monetary, could also be human capital)</i></p>	<p>Region 4 chairpersons will establish a protocol for disseminating information from internal and external sources to Region 4 IEIC members.</p>	<p>Information will be disseminated according to protocol with the intent of avoiding misinterpretation or misunderstanding of information as well as avoiding duplicative efforts or assignments beyond actual time commitment of our members.</p>
<p>Internal Process</p> <p><i>(What's happening internally (Ex. IEIC) to be effective or what is needed to meet needs?)</i></p>	<p>All individually acquired information, whether generated from within Region 4 or from external sources, will be sent first to the Region 4 chairperson and then be sent to LCSC for dissemination to the Region 4 IEIC members.</p>	<p>Track e-mails to see the protocol is followed.</p>
<p>Organization Capacity or learning and Growth</p>	<p>Establishment of the process will ensure information is accurate and timely.</p>	<p>Region 4 IEIC members will receive accurate information in a timely manner.</p>

Region: 4

Stated Goal: Establish an effective public awareness campaign in Region 4.

Perspective	Strategy Map	Measures
Customer <i>(Who you are serving)</i>	Increase public awareness for available services to preschool children.	A greater number of people in Region 4 will be aware of available services for preschool children.
Financial Stewardship <i>(Doesn't necessarily have to be monetary, could also be human capital)</i>	Region 4 IEIC will pay for activities to increase public awareness.	All expenditures will be appropriately tracked and accounted for
Internal Process <i>(What's happening internally (Ex. IEIC) to be effective or what is needed to meet needs?)</i>	Region 4 will establish region wide efforts that promote public awareness such as billboards and radio advertising.	All activities will be completed within FY 14
Organization Capacity or learning and Growth	Region 4 IEIC will contract with appropriate entities to establish the efforts outlined above.	Region 4 IEIC will ensure contracts are fulfilled.

Region: 4

Stated Goal: Establishing an effective public awareness campaign will improve child find efforts throughout Region 4.

Perspective	Strategy Map	Measures
Customer <i>(Who you are serving)</i>	Increase public awareness for available services to preschool children in an effort to improve child find within Region 4.	A greater number of people in Region 4 will be aware of available services for preschool children which will lead to more referrals.
Financial Stewardship <i>(Doesn't necessarily have to be monetary, could also be human capital)</i>	Region 4 IEIC will pay for activities to increase public awareness.	All expenditures will be appropriately tracked and accounted for.
Internal Process <i>(What's happening internally (Ex. IEIC) to be effective or what is needed to meet needs?)</i>	Region 4 will establish region wide efforts that promote public awareness such as billboards and radio advertising.	All activities will be completed within FY 14.
Organization Capacity or learning and Growth	Region 4 IEIC will contract with appropriate entities to establish the efforts outlined above.	Region 4 IEIC will ensure contracts are fulfilled.

Interagency Early Intervention Budget Worksheet

<u>Activity/Contract Description</u> (Please specify if this is new or continuing goal)	<u>Justification Narrative</u>	<u>Estimate amount to be expended</u>
Billboards, Radio Spots, stethoscope tags, Flyers ,	Increase public awareness/child find	\$28,000
Fiscal management	Required component in order to access funds	\$3000
Parent	Parents will be paid to be involved with the regional IEIC. This is done to ensure participation.	\$500
Communication	Communication is critical in making all their components efficient and effective.	\$2000
		Total: \$33,500

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1			Region IV IEIC Bdg FY 14 DRAFT BDGT Planning Tool	Initial Bdg	Actual Expnd'd as of: June XX, 2014	Remaining to be Expended in each area					FY 14 Allocation	FY 13 Carry Over			
2			Total Budget	26,176.70	26,176.70						22,765.70	3,411.00			
3			Minus Budgeted and Expended	26,176.62	26,176.62	-	<< Sum Total	Remaining							
4			Cell (D4) Should be Zero>>	0.08	0.08										
5		0.08	Indirect	1,939.01	1,939.01	-	<<Add to Tot Remaining								
6			Total of Lines below>>	24,237.61	24,237.61	-	<<Add to Tot Remaining								
7		170	Note taking Clerical Support	1,050.00	1,050.00	-		50 Hrs							
8		303	Purchased Services	21,208.61	21,208.61	-									
9		320	Communication Expenses	200.00	200.00	-									
10		366	Parent Stipend	880.00	880.00	-									
11		366	Child Find	0.00	0.00	-									
12		366	Public Awareness	899.00	899.00	-									
13		366	Member Trvl to Related MDE Trng	0.00	-	-									
14															
15															
16															
17				Estimated Cost	Remaining						Estimated Cost	Remaining			
18	366		Child Find Related Expenses Total>	-	\$ -		PO/Inv #				366	Public Awareness Related Expense not coded to Obj 305>>	\$ 899.00	\$ -	PO/Inv #
19												Obj 305 Items + PubAwms Items below =Actual Total Public Awareness Bdg of >	20,107.61		
20												Billboards and Radio are coded to 305 because they are advertisements provided by a profsnl cntrctd source.	-		
21													-		
22													-		
23													Stethoscope Tags (Est)	500.00	
24													Flyers (Est)	399.00	
25															
26															
27															
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53	5,200.00	400.00	Billboard Alexandria I-94	600.00	5,200.00	1	8								
54	4,000.00	800.00	Billboard West of DL Hwy 10	400.00	4,000.00	1	8								
55	2,300.00	500.00	Billboard East of DL Hwy 10	300.00	-	0	6								
56	3,000.00	-	Newman Signs: Mhd They Pick site	500.00	6,000.00	2	6								
57	935.00	95.00	PAI Veh Signs: Driver Side	70.00	4,675.00	5	12								
58	655.00	55.00	PAI Veh Signs: Rear of veh	50.00	3,275.00	5	12								
59	975.00	75.00	Rainbow Veh: 2'X8' Side Banner	75.00	4,875.00	5	12								
60	355.00	55.00	Rainbow Veh: 20"X20" Rear Sign	25.00	1,775.00	5	12								
61	2,163.00	495.00	Rainbow Veh: Full Drvr Side Wrap	139.00	2,163.00	1	12								
62	2,043.00	375.00	Rainbow Veh: Load Side Wrap	139.00	2,043.00	1	12								
63			Becker Cty Transit												
64			Radio Spots												
65			SUM Amnt to Spnd on Adds above>>	19,208.61	(14,797.39)	34,006.00	<<Draft Amnt								
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26-005-400-423-xxxx-000



RAINBOW TRANSIT PRICES

King Bus Display.....	\$75.00/month	6 or 12 month contracts
2'X 8' Banner under the side window		
Drivers Side Wrap.....	\$139.00/month	6 or 12 month contracts
Covers the full side of the bus		
Load Side Wrap.....	\$119.00/month	6 or 12 month contracts
Covers the full side of the bus		
Interior Ads.....	\$20.00/month	
Rear Ads.....	\$25.00/month	

Production: Drivers Side @.....	\$495.00 (Larger Ad)
Passenger Side @	\$375.00
Rear Ads @	\$55.00/each
King Ads @	\$75.00/each
(Production is a one-time charge per sign)	

*You can do any contract length you prefer.

We have buses that run Alexandria routes and also routes to surrounding areas including Glenwood, Long Prairie, Browns Valley, Morris, Starbuck, and Wheaton.

*Some cities are sold out.

These buses have a huge impact on Alexandria & the surrounding areas. They are seen by thousands of people daily. Basically you have a billboard on wheels traveling around the community. Once again thank you for your interest in the Rainbow Rider bus advertising.

If you have any questions please feel free to contact me @ Office 701-235-5328
701-293-8330
or Cell 701-367-5750.

Thank you!
Lee Hofer
Hofer Signs/Trans Ad

Where does Rainbow Rider stop?

Our public transit system currently does not have any pre-scheduled stops. We stop where you stop! Many use our service to get to work, school, sports, dance, doctor appointments, shopping, outings and fun. From your local technical college, to the clinic, the library, the grocery stores and more, the Rainbow Rider takes you to your desired destination.

What hours do you travel?

Douglas county:

Monday - Friday: 6:30am to 6pm

Grant county:

Monday - Friday: 7am to 4:30pm

City of Glenwood, Starbuck, and Pope County:

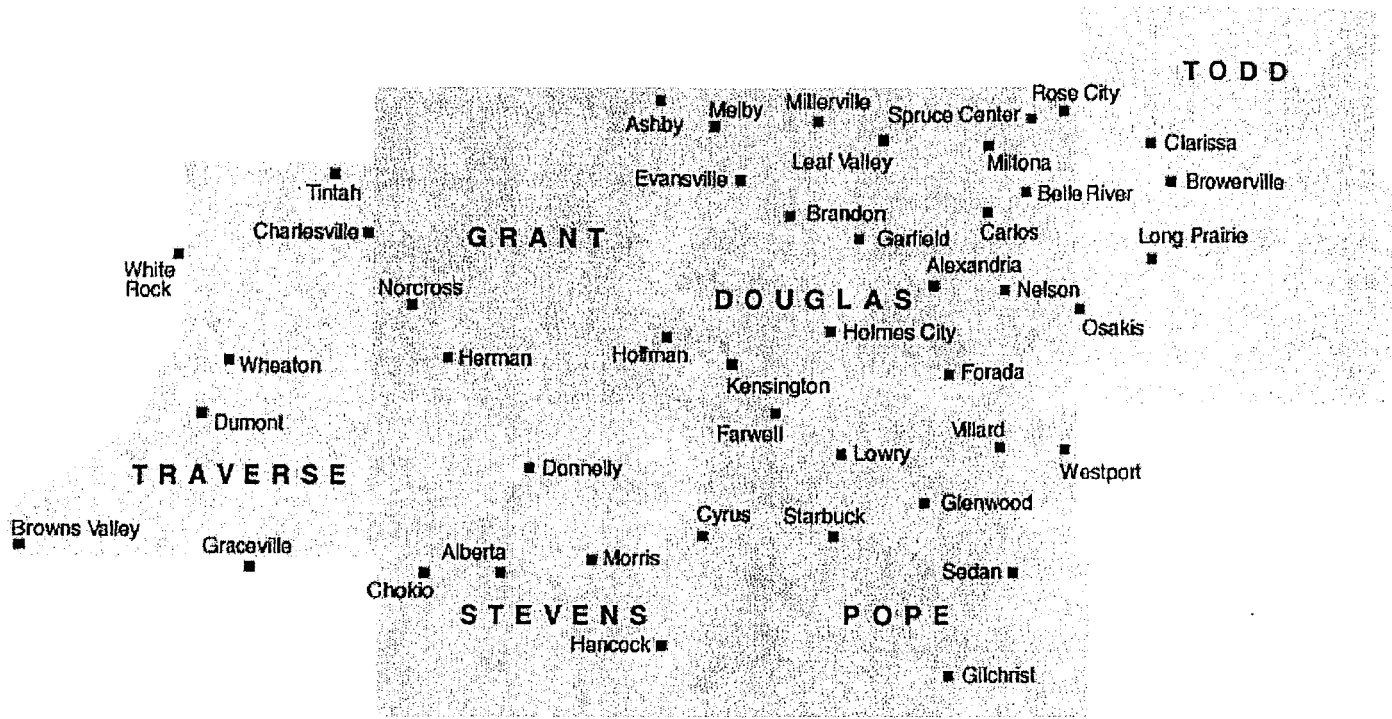
Monday - Friday: 7:30am - 4pm

Stevens County:

Monday - Friday: 7:30am to 5pm

Traverse County:

Monday - Friday: 7:30am to 4pm



Mortenson Outdoor Sign 2013 Price List

Billboards:

All billboards are 12'x24' and on major highways surrounding Fergus Falls

One month rental:	\$495.00/mo + \$295.00 for vinyl/artwork
Three month rental:	\$395.00/mo + \$295.00 for vinyl/artwork
Six month rental:	\$345.00/mo + \$195.00 for vinyl/artwork
Twelve month rental:	\$295.00/mo + (1) Free vinyl/artwork

Black Adsign Rental:

All black Adsigns are 4'x8' with fluorescent lettering.

One week rental: \$49.00 (includes delivery and take down)

One month rental: \$150.00 (includes delivery and take down)

Longer than one month rental, inquire and we can set up a plan for that.

Denny Ceminski

From: Mike Mortenson <mortoutdoorsign@yahoo.com>
Sent: Monday, June 17, 2013 6:30 AM
To: Denny Ceminski
Subject: Fergus Falls Billboard (mortenson)
Attachments: Mortenson Outdoor Sign 2013 Price List.docx; M03.JPG; M30.JPG

Hello Denny,

Thanks for contacting me last week regarding billboards. I appreciate that very much. I have (6) billboards in Fergus Falls. However, only one is available at this time. It is a great location near the downtown district of Fergus Falls. It is located near the VFW on Sheridan avenue, and is facing south, for traffic coming into the downtown locations. It is available for July. Here are the specs:

Billboard size	12' x 24'
face	12 oz vinyl
Traffic	5000 cars a day
cost	enclosed

This is a great billboard for what your wanting, and I can move you around once one of the other billboards opens. I will also be constructing a couple other billboards this summer that I can move you to them later in the year, if wanted. I have enclosed the price list for each month for your review, which includes the six month prices. I hope I can help you in your billboard needs. As always, we can create any artwork on the billboard you need in the enclosed prices. Thanks Denny.

Michael Mortenson, Owner
Mortenson Outdoor Sign
218-205-7052
mike@mortensonoutdoorsign.com
<http://www.mortensonoutdoorsign.com/>

Newman Outdoor Advertising

Address: 1806 Main Ave, Fargo, ND 58103

Phone :(701) 241-7777

Denny

The Public Service Rate that we discussed is \$500.00 per month per structure. That **does** include production and posting as well. If you have any questions please let me know.

Thank You!

Julie Halverson

Account Executive

Newman Outdoor Advertising

1806 Main Ave | Fargo, ND 58103

Cell: 701.739.1100 | Office: 701.241.7777

Fax: 701.241.4550

Newman picks the sign locations when using the \$500.00/month rate.

They indicated space in Moorhead, Fergus Falls, and Detroit Lakes area.

Franklin Sign

I-94= One may be available by Alexandria—Nov 1st.

Location: Almost in Alex on West side of Alex. 14X48. Cost: \$600.00/month.

Lease: Typically 3yrs some 1 year contracts some less. There is likely an additional fee if a shorter lease. Takes 60-90 days to get it ready.

May have some availability in DL in a few months.

Olsen Advertising Inc.

910 Summit Ave, Detroit lakes

MN,US,56501

Call:218-234-8140

Email:mark@olsenadvertising.net

Mark says:

Signs are primarily close to Detroit Lakes Community.

Lease Length: Try to do at least 6 months.

May have 2 signs opening up: One the way to Fargo (West of DL) and one going East of DL.

West of Detroit Lakes is 13'x42' lighted. \$800.00 set up and \$400.00/month

East of Detroit Lakes is 12'X30' \$500.00 set up and \$300.00/month

Nothing available on Hwy 59.