

LIGHTEN UP NH! COMMITTEE MEETING MINUTES

September 21, 2007

Attending: Debbie Cheever, Brenda Carey, Terri, Sue Cagle, Helen Costello, Martha Judson, Val Long, Colette Janson-Sand, Deb Cheever, Debbie Luppold, Scott Estle, Karen Balnis

INTRO AND ANNOUNCEMENTS

Val reported on Charlene's meeting

HNH foundation wants LUNH to be the site for resources for the HEAL conference

Scott presented the revised logo to be consistent with HEAL's materials,

HEAL CONFERENCE

1. 225 people are registered
2. Charlene will present as part of a panel in the afternoon
3. Val presented outline for the presentation – Powerpoint slides will be used.
Discussed options for what will best preview the site and our goals.
 - a. Show site main pages
 - b. Go into depth with sections that are completed, eg: farmers market
 - c. Go into depth with alliance and show current alliance members
 - d. IF time, add the PSA from Ad Council: small steps – shows the social marketing campaign – these will have a LUNH tag line.
4. Display at the conference
 - a. Use large curved display board – Scott will check into getting large poster printed
 - b. What should we have on the table?
 - we want to promote the site to families, communities and professionals – one stop shopping
 - Alliance membership enrollment forms
 - Something to give away: Bookmarks – magnet – shopping list – something active – is there time to have Frisbees printed?
 - UNH – CE info cards, extension materials?
 - Basket of apples – Deb C to check on source
5. We'll be requesting feedback from attendees – have them go to the site and give feedback

WEBSITE

1. Copyright issues
 - a. discussed options: PDF's, copy info from their site to our site and in our layout design, or link directly with other sites
 - b. Stay in public domain to be safe: USDA info, CE sites with permission

- c. Discussion of journal articles – others don't have access. Is this a service that we want to provide to professionals? How could we do this?
- d. Most journals you can't take published work and copy or publish to another website.
- e. Consider the burden to update: if we link to an outside site, they do the updates, if not we need to make sure all the links are current
- f. Deb C mentioned software that checks links and that everything is up to date
Check on this with Holly Young, CE website editor
- g. Need to think about the other groups who want to post to our site and this is a service to them. Deb C pointed out that we are doing the leg work as far as publishing and permissions for them and that should be promoted as a service to alliance members.

Decision: Start with articles that are really important and get permission to those. Stick with USDA, CDC, etc sources until permissions are confirmed.

- 2. Martha presented a project she is working on for Health Fair resources, this would be great on the professional page.
- 3. Sue C pointed out that at the HEAL conference we want to be clear that this is not a commercial site and while links can be made, we are not marketing or selling anything. Run this by Ron Rogers to clarify.
- 4. Do alliance members need to attend LUNH meetings – is this a requirement of membership? This has been discussed but not decided on.
 - a. People don't want more meetings.
 - b. Maybe a blog? We want information from them as far as what is going on, what is new, what can be shared.

SUBCOMMITTEE REPORTS

Discussion re updating the site: If outside groups have things that they want to add, we need to have a form for what we want to know from them. We'll start with gathering the information ourselves but this may be overwhelming. We don't want to promise something we can't come thru with. We want to get the calendar information right.

Scott will be contacting committee members as we need information for the site.

Val: should we have a notice for CE to let everyone know about the site. Charlene could send it out in an Update.

Do we want to have press release after the meeting about the website being active.
Decide when we see how the site is looking

NEXT MEETING FRIDAY OCTOBER 19 FROM 9-12, BOSCAWEN. Meetings are scheduled every 3rd Friday through December.