

MINUTES

WIB Faith-Based Meeting

March 2, 2016

Attendees: Pastor Carolyn McCombs Chair, Chris Irving WDB Executive Director, Cynthia Miller, Joyce-McKnight-Young, Erica Crenshaw, Andrea Newton, Teresa McDermot, Victoria Grippe, Venice Kelly, Mario Fontana, Rev. Ed Lyons, Deiby Martinez, Rosa Williams-Hopkins, Wafaa Saad, Linda Gallashaw, Josephine Sardina, Raj Gupta, Kelley Brown, Walter Toombs, Antoinette Brevard, Christopher Hernandez, Joanne Cummings, Princess Reaves, Tiffany Phillips, Rev. Luis Hernandez, Jamie Bland

Welcome and Introductions

Pastor Carolyn McCombs called the meeting to order at 1:34 p.m.

Minutes

Minutes were reviewed and approved.

Pastor Carolyn McCombs announced that the Faith-Based Conference has its first sponsor which is North Jersey Federal Credit Union and there are two other sponsors on the way. Pastor Carolyn McCombs mention that if anyone know of other potential sponsors to please inform the Workforce Development Board office.

Faith-Based 10th Anniversary Conference 2016 Souvenir Ad Journal

Pastor Carolyn McCombs apprised the committee of the Ad Journal Letter which will accompany the Contract and List of Members on the committee. It is impressive to recognize how we've grown and come together to do good in the community. Pastor Carolyn McCombs explained that the letter gives a summary about the Faith-Based history and asked if anyone was left out to please notify Cynthia Miller.

Pastor Carolyn McCombs reiterated that the overcomer's nomination form for the success story must be turned end due to the deadline is Friday March 4, 2016.

Pastor Carolyn McCombs asked the committee if they were aware that Paterson has its own Kids Count Report and suggested that the committee invite Leah Dade from the Paterson Alliance to come and present on some issues such as 41% of our children live in poverty level, for some reason children are contracting asthma at an

alarming rate and many of our families are not taking advantage of WIC.

The committee discussed an array of other issues and due to the information shared from Paterson Kids Count Report. Pastor Carolyn McCombs suggested that the committee have a representative from the Department of Human Services and the Consortium on Maternal Child Health to come and present to the committee to gain clarity and awareness surrounding certain issues to help connect the dots. Pastor Carolyn McCombs will bring the Paterson Kids Count booklet for the next meeting to distribute to the committee.

Outreach Strategies

The Communications Sub-Committee met and the team consisted of Cynthia Miller, Raj Gupta, Lynda Gallashaw, Joyce McKnight-Young, and Deiby Martinez. Raj Gupta reported the following: (See Power Point)

- The team met on February 10, 2016 at 12:00 noon for two hours working on a strategy to get a better feel on leveraging 7 platforms on how effective social media will be with the video to promote on Facebook and other social media.
Social Media – Video Promo where each member can send to the people that they network with including community photos, weekly postings, television/cable (Government Channel, Board of Education and Public Access)
Mailers – utilizing cover letter, event flyer and the Ad journal the team determined that there will be over 200 mailings or more sent out.
Newspaper – City Post (Lynda Gallashaw agreed to give free ad space and put on the calendar for a period of one month). The Herald newspaper which would be through the WDB, The Pulse. The El Compano Deiby Martinez will make contact. Pastor Carolyn McCombs to contact Paterson Times.
Email Invitations – Approximately 1,000 will be forward to private business sectors, committee members, Faith-Based community and Stakeholders sent by the Workforce Development Board.
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Pastor Carolyn McCombs noted that at the last Full Quarterly Board meeting the committee ask for the flyer and Cynthia Miller will send flyer to all of the members.

Flyers – To Local Business Owners where seven volunteers are needed to canvas the local businesses with only a one day commitment and visit 15 to 20 business locations

Pastor Carolyn McCombs suggested that the committee get flyers out to the Latino population as well as Latino Radio stations such as 90.5 and Cynthia Miller will contact Beth Marmolejos WDB Disability Chair who has connections with a Hispanic television station.

Additional Needs – Translation of the flyers
English to Spanish (Pastor Carolyn McCombs)
English to Arabic (Wafaa)

Pastor Carolyn McCombs noted that the committee also need to focus on Leaders reaching out to Leaders because in the County of Passaic there are other businesses with a Faith-Based focus which is our target market. The organizations need to be part of the conference and asked all committee members to think of 2-3 businesses or organizational leaders that they can contact and give the names to Cynthia Miller because the committee would like to know who they are.

Suggestion was made to give participants credit for attending the conference as another way to get the people to participate.

Pastor Carolyn McCombs noted that the WDB Faith-Based Committee will not be able to give credits but will be able to give a certificate of completion at the end of the conference. Rosa Williams-Hopkins will work on the certificates.

Wrap-Up

Announcements

The meeting concluded at 2:40 p.m.

The schedule for the next meeting: **TBD**
