

**Kentucky Office of the Attorney General
Child Abuse and Neglect Prevention Board
Marketing and Development Committee
Meeting Video Teleconference**

September 16, 2022

2:00 pm ET

Agenda

Primary Location:

Office of Attorney General
Conference Room "A"
1024 Capital Center Drive
Frankfort, Kentucky 40601

Remote Attendance Options:

The Office of Attorney General invites you to the Child Abuse and Neglect Prevention Board Marketing and Development Committee meeting that will be available via Zoom.

<https://us06web.zoom.us/j/88308821446>

Or Telephone:

One tap mobile:
+17133530212,,489802# US Toll
USA8888227517,,489802# US Toll-free

Dial:
USA 713 353 0212
USA 888 822 7517 (US Toll Free)
Conference code: 489802

- I. Call to order**

- II. Roll Call:** Steve Shannon (Chair), Heather Wagers, Shannon Moody
Guest: Caroline Rinehart

III. Proposed Committee Meeting Schedule: Heather Wagers discussed creating a meeting schedule for the committee. Caroline Rinehart will send out an email to committee members to create a meeting schedule based off their availability.

IV. CVTF Rebranding

a. License Plate and Contest: Heather Wagers discussed the possibility of rebranding CVTF with a license plate contest. After discussion, the committee members decided not to rebrand the CVTF. The committee members also discussed the fund associated with the license plate and ideas about how the Board could increase those funds.

b. I Care About Kids Webpage: Heather Wagers discussed the I Care About Kids Website and updated the committee members on the cost and efficiency of the website. Steve Shannon suggested that the Board members look into other options for the website. OAG staff will explore options and update committee.

V. Updating Swag Items

a. KECC Swag Items: The committee members discussed and decided on several items the CVTF could use at tabling events. For KECC, the committee decided on 100 clear totes. For state tabling events, the committee decided to recommend to the Board 5,000 retractable badge holders. For community events, the committee decided to recommend to the Board 10,000 star frame fridge magnets and 576 spinner pens. The committee members will recommend the items to the Board on the September 19, 2022 Child Abuse and Neglect Prevention Board regular meeting.

VI. Fundraising Plan

a. Public Service Announcements: The committee members discussed the possibility of creating multiple public service announcements (PSA). The committee members are still considering different possibilities, but they liked the

idea of doing a PSA relating to medicine lockboxes to keep out of the reach of children.

VII. Public Remarks: Shannon Moody discussed an event she had and that she would like to have CVTF material to distribute.

VIII. Adjournment