

Next Meeting, November 15, 2011
Early Childhood Literacy Coalition
Minutes
East Lansing Public Library
October 18, 2011

Sentences in bold indicate action needed before the next meeting.

Present: Lynn Harper, CADL; Deb Hill, Karen Woodman, CACS Head Start; Karen Black, Clinton County Great Start Collaborative; Becky Le Boeuf, Delta Township District Library; Ronda Rucker, Eaton Great Start Collaborative; Mary Jo Gallagher, East Lansing Library; Beany Tomber, WKAR

Mary Jo Gallagher was congratulated on her new granddaughter, Gabrielle, and Becky LeBoeuf on her upcoming birthday.

The minutes of the September meeting were reviewed. There were no changes or additions.

Plans for 2012 Literacy Events

Funding

Beany Tomber reported that she requested \$200 towards costs of this year's literacy events from the Ingham County Birth to Five Great Start Collaborative. Head Start was agreeable to putting their contribution of \$200 towards the performer's fee instead of a character.

Kick Off Event

Mark Buzzitta has agreed to act as the MC.

Performer

Merry Music Maker has March 18 available. It was agreed that we would ask her to do 3 15-20 minutes performances and that she will be the only performer we have this year in order to keep the program from being too long. **Becky LeBoeuf will send her a contract.** We will offer her \$300 and also give her the opportunity to sell her CDs in a very low key manner. We will also buy a few for door prizes.

Characters

Corduroy (Lori Noyer), Clifford (Lynn Harper), Tacky Penguin (Becky LeBoeuf) will be the characters at the Kick Off event. Because of difficulties in scheduling characters we will only have three this year. They will be available through March 25 for appearances at agency sites. Biscuit (Karen Black), and Llama, Llama (Mary Jo Gallagher) will be available for site visits March 23-April 1. Everyone felt that this was an adequate number of characters needed based on how characters were requested last year.

The various agencies will be grouped by category during the Kick Off event and will share a character and provide activities that relate to their character. Head Start/WKAR-Clifford; Libraries – Tacky Penguin; Great Starts – Corduroy; Health Department will join one of these groups. Physical and fine motor activities will be incorporated into the groups. We will spend time at our next meeting brain storming activities so we coordinate what's planned.

Storytellers

Jean Bolley has been away but Mark Buzzitta will be asked to follow up and ask if she is willing to participate this year as a volunteer. Carrie from East Lansing Public Library will also be asked. (Update – Carrie has agreed to participate.) They will be scheduled during the times there is no performance going on. We hope to use the stage for this activity. The final decision will be made after our site visit in January.

Promotion

Lori Noyer was unable to be at the meeting but sent a draft template of a two sided flyer for members to review. She was unable to use the program that CADL used previously so had to start from scratch which made it very difficult to manipulate the graphics and text. **(WKAR will be asked if they can access the program used by CADL and if they would be willing to do the final version of the flyer.)** All agreed that they liked the one page, two sided version. They would like to see addresses of the sites used if it was possible. It also might not be necessary to use addresses for locations that are familiar to people, i.e. libraries, but just those that need more information like some of the Toddler Times. All addresses will be on the CADL web site. Members thanked Lori Noyer and expressed their appreciation for all the work she did on the draft.

Books

We will ask MSU Extension if they can donate any of the books they received during the August distribution from First Book as giveaways. Karen Black has already spoken with Theresa Silm in Clinton County about this. **Beany Tomber will follow up with Julie Chapin at the state office.** Because we are having one less character, we may also be able to use Eaton County's money to buy books related to the characters.

Volunteers

Karen Woodman will ask the Maple Valley Honor Society if they will work again this year. They've been wonderful volunteers in the past.

Head Start will provide an Activity Kit again this year geared to the various characters that are appearing for use by all agencies.

Reach Out and Read

Beany Tomber reported that, at the request of Michelle Nicholson, she met with Susan Schmidt, state board member for Reach Out and Read (ROR). Schmidt was eager to connect with the Coalition. She wanted us to be aware of what ROR is doing in the Lansing area and also wanted to be sure she wasn't "stepping on our toes" in any way. Members were pleased to hear of her interest and agreed to provide information about our events to the three pediatric clinics that are using ROR and to keep Schmidt informed about Coalition activities. Because of teaching responsibilities at LCC she can not attend meetings.

It was agreed that there would be no December meeting and we would visit Hannah Community Center at our January meeting.

The meeting was adjourned at 10 a.m.

NEXT MEETING: Tuesday, November 15, 2011, 8:45 am at East Lansing Public Library.