

## Board of Youth Services Meeting 6/7/17

Attendees: Colleen Leger Justine Bloch, Roblyn Brigham, Kim Cayer, Lori Pescatore, Kristin Barnicle, Joan Axelrod, Mary Decoursey, Linda Suzuki

1. Directors report
  - a. Interviewing a psychologist this week
  - b. Increase of psychiatric visits from 256 in 2015 to 376 in 2016
  - c. Have applied to Symmes Grant to increase psychiatric nurse practitioner hours
  - d. Colleen and Linda are attending a conference next week about reorganization of medicaid funding;
2. Status Updates
  - a. Cause + Event 5K
    - i. 40 people on the team this year (big increase from last year)
    - ii. Earned > \$7000...a little more coming in
    - iii. May want to revisit using CrowdRise next year to review the funding, the "output" and connecting to the Cause+Event registration
    - iv. Consider asking participants to make a required donation next year
    - v. Thank you notes will be sent
  - b. Gala
    - i. Friday, November 3rd
    - ii. Michael Thompson will be honored -- he also retired from Belmont Hill School this year, though he will continue writing and consulting
    - iii. Justine will chair
    - iv. Need to have meetings during the summer to discuss logistics and corporate sponsors. All board members are encouraged to participate
    - v. Goal is to find corporate sponsors -- local and national. Recognize the importance of person connections to do so.
      1. CVS
      2. Bank of America (these two probably have online applications we should look at and pursue)
      3. East Cambridge Savings
      4. McLean
      5. Watertown Bank
      6. Mirak
      7. Realtors?
      8. Insurance companies?
      9. Doctors, particularly pediatricians?
    - vi. Kathleen Darcy-Cambridge Savings Bank
      1. Eager to be involved in BYS
      2. Willing to work with us on the Gala
    - vii. Connect with the Chamber -- BYS members should attend these meetings and connect with local people

- c. Marketing Update
    - i. Josh; working on logo and is doing a proposal now. He thinks he will be able to complete it by early August
    - ii. Tagline Survey Suggestions
      - 1. Major themes: caring; community; all of family; open; compassionate; welcoming; client-centered;
      - 2. "Compassionate mental health care for Arlington youth and families"
      - 3. "Compassionate, community-based mental health services for children, youth and families"
  
  - d. Program Updates
    - i. None tonight
  
  - e. There is a New Director of Social Emotional Learning for APS who will work with guidance and will do K-12 social emotional learning, starting July 1, 2017; we will connect with her.
3. New Items
- a. End of Year Board Celebration, scheduled for July 13th 6:30 at Justine Bloch's home. Details to follow
  - b. Consider changing monthly meeting date to 2nd Wednesday of each month instead of 1st next year. Need to follow up with members who were unable to attend.
4. May minutes approved