

MINUTES

June 19, 2019

Live Well Kingston Commission

In attendance: Anna Brett, Gerry Harrington, Dylan Johanson, Stay Kraft and Caitlin Zinsley.

Guests: Emily Flynn, Director of Health and Wellness
Susanna Callahan, Heal Well Focus Group
Marge Gagnon – Age Well Focus Group
Yanna Fischer – Potential Board Member
Tevis Trower – Potential Board Member

The meeting was called to order at 4:03 pm by Emily Flynn, Director of Health and Wellness. Introductions were done by all people present.

Minutes – Dylan Johanson made a motion to accept the May 2019 Minutes as presented. It was seconded by Anna Brett and approved by the Commissioners.

Administrative Matters

There were two potential board members present, Yanna Fischer and Tevis Trower. They were given the opportunity to introduce themselves and members present were able to ask questions.

Old Business

Emily Flynn presented a Marketing Report that she put together with information from our marketing company, *Kingston Creative*. Emily Flynn gave a background as to how the Live Well Kingston Commission was formed and how we came to use *Kingston Creative*. There was much discussion about marketing issues that included:

- Discussion about blog posts
- Use of independent guest writers
- Marketing for low-literacy, senior and non-English speaking populations
- Options as to Marketing approaches
- Establishing a theme for blog posts – “Unsung Heroes”

Emily Flynn will create a list of marketing options with the help of Yanna Fischer and Tevis Trower. Emily Flynn will also investigate marketing companies with a



Live Well Kingston Commission
420 Broadway, Kingston, NY 12401
LiveWellKingston.org
845-334-3909

budget in mind. It was suggested that the focus for the next month be “seasonally” appropriate – “7 Things to do this Summer”.

Announcements/Communications

- Age Well Focus Group needs a new chair. Marge Gagnon needs to step down
- Empire Trail – Pedestrian/Bike Route – a sidewalk will be installed on Rote 32 leading to the Institute of Family Health
- Stacy Kraft announced that the Public Health Department has posted on their website information about the new vaccine law
- New Cement Plant that is to be constructed in one of the open spaces in the Town of Ulster – it was suggested to write a letter of opposition. Tevis Trower will put the letter together and the Commission will review it. Emily Flynn will consult with Mayor Noble regarding this letter

Meeting was adjourned at 5:36 pm.

Submitted by
Anna M. Brett