



Missoula County Buckle Up Montana Coalition Meeting

Thursday, August 13, 2020

Zoom Meeting

MEMBERS PRESENT:

Kira Huck
Heidi Starrett
Brad Giffin
Steve Schmidt
Shelly Scotti
Jenny Ross

PRIOR MEETING MINUTES

- January, February, March Minutes
 - Motion to Approve – Heidi Starrett
 - 2 – Kira Huck
 - All in Favor

Introductions

Not Needed

www.DriveSafeMissoula.com

- What am I missing?
- Does it look okay?
- Can you find the information you are looking for?
- Am I going down the right road?
 - Kira
 - It appears easily accessible
 - CPS Information is easy to find
 - Shelly

- The layout appears to be clear and easy to understand
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- Comparison with Buckle Up Montana Web Page on County Site
 - <https://www.missoulacounty.us/government/health/health-department/healthy-people-healthy-families/buckle-up>
- Drive Safe Missoula Partner's Page
 - Who are we missing?
 - Quote needed from all partners to highlight the different voices
 - What does it mean to [you and your organization] be part of Drive Safe Missoula?
- Blog
 - A location where coalition members can write posts
 - Stories
 - Guest Blogs
 - Back Links to partner websites to assist with SEO
 - Feel free to share info that I can share on the blog. Something that you were already going to create
 - Heidi
 - Links need to be changed from Yellow to a darker color
 - Don't need "www" in front of web address – makes it appear dated.
 - Categories at the top of the blog
- BUMT Meetings Page
 - Looks logical
 - No objections to having the meetings recorded
- Seatbelt Awareness Page
 - Looking to highlight the different seatbelt messages from around the world
 - Content we don't have to create
 - Could be utilized to spark ideas that we can do.
 - Embrace life video
 - Russian Nesting Dolls Video
 - Nesting Dolls around Russia painted wearing Seat Belts
 - Missoula Rocks
 - Hand Painted Rocks painted and hidden around Missoula
 - Rocks with little seat belts painted
 - Seatbelt themed Geocache
 - Kira – MDT Video
 - Protecting Others in the vehicle by wearing your seatbelt
 - Grandparent became a projectile by not wearing a seatbelt and struck and killed their grandchild.
- We do not drive down this road alone
 - This is bigger than us.
- Shelly – Don't use the word "Stuff" – Use "Videos" instead.
 - Steve will reword (Fixed)
 - Video's help with SEO since Google owns YouTube
- Heidi

- Awareness was misspelled (Fixed)
- Child Passenger Safety Section
 - Kira
 - One bullet point on Child Car Seat Voucher Page not complete (Fixed)
- Car Seat Events
 - Kira
 - MRFD is the only one that needs to be an “Event” since everyone else is by appointment only.
 - CPS Week?
 - Not sure – will likely have to continue to refer to MRFD or Virtual
 - Virtual Car Seat Events
 - Safe Kids Worldwide Virtual Check Up – Kira to send
- Heidi
 - Website is easy to remember
 - Great resource to the community
 - May be able to run PSA to point community to website
 - Steve - Might be a good idea for the “Grand Opening”
 - Looks great on Mobile
 - Steve – I still have not done much of the editing for the mobile look of the website.
- Kira
 - “Login” at top of blog page?
 - Steve – I’ll be removing that.

How do we increase the membership on ZOOM Meeting?

- Kira
 - It’s been somewhat hit or miss
 - Some partners have been reassigned (Health Department)
 - Somewhat out of our control
- Shelly
 - Hopefully attendance will pick up back in the fall
- Jenny
 - Hospital – everything is up in the air and there seems to be more virtual meetings
- Heidi
 - Businesses are in the same boat
 - People working from home with more work squeezed into less time
- Steve
 - Do we go to every other month meetings?
 - Do I just provide video updates to the group?
 - I appreciate the feedback.

State Farm Grant – This is Next

- \$19,250
 - To build a program for students
 - Pivot to online course

- Want this to be a collaborative and a community effort
 - Speaking with partners
 - Speaking with businesses
 - Can present the course to an unlimited number of students online
 - Will be difficult and take a long time to produce
 - Not limited to a specific time limit.
- Kira
 - Tips that the Highway Patrol has been posting – will this be something in the course.
 - Hydroplane (Example)
 - If you aren't buckled up or under the influence you are out of control and may not be able to adequately handle the hydroplane resulting in a crash

Meeting Adjourned

Next meeting scheduled for September 10, 2020 at 1130 hours on Zoom