



Missoula County Buckle Up Montana Coalition Meeting

Thursday, July 9, 2020

MEMBERS PRESENT:

Rolf Tandberg
Kira Huck
Sheila Callahan
Allison Onstad
Jennifer Regan
Heidi Starrett
Katie Didier
Paul Pfau
Kevi Berger
Steve Schmidt
Shelly Scotti

PRIOR MEETING MINUTES

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

Introductions

Book - MAID

- Steve would like to get in touch with Stephanie Land
 - Conduct Interview regarding Stephanie's Daughter who was in a crash while in a car seat
 - Sheila has a connection through her daughter

Kids Fair Update

- Sheila – trying for a September Date
- Working with Health Department for approval
- Will send new date and info once approved.

State Farm Update

- Received \$19, 250 from State Farm to develop the “In Control” Program

Drive Safe Missoula.com Logo & Website

- “In Control” vs “We Need You To Get There”
 - Sheila – Very Small, Odd sentences construction on “We Need You to Get There” – Likes In Control
 - Rolf – It seems incomplete – We need you to get there alive.
 - Kevi – Your In Control sounds like “Urine Control” – Likes a clear concise slogan
 - Kira – Keep the logo as simple as possible
 - Katie – Simple is better
- Target Market
 - Guys in Pickup Truck has been a target market
 - Logo designed to speak to that target market
 - Sheila – April numbers were scary
 - Kira – Issues related to “Proper” Seatbelt Use
- Website
 - Starting to build the foundation
 - Send logos and Links
 - Would like to have a “Featured Quote” related to why you are part of the Buckle Up Coalition
 - Sheila – Can you send me the Logo when it’s complete?
 - Basic Website Outline – provided before meeting
 - Looking for assistance with ensuring all aspects of what we do are covered in the new website
 - Seeking assistance with content, topics, edits, etc. as the website is being built.
 - Would like to feature member photos
 - If you have photos (Seatbelts, Child Safety Seats, etc) Please send

Bus Sign Update

- Bus Sign extended through August
 - Spot the Bus Contest?

Meeting Adjourned

Next meeting scheduled for August 13, 2020 at 1130 hours on Zoom

