Racine Coalition for Financial Fitness

March 26, 2013

Notes

Present: Heather Lux (WWBIC), Kim Plache (WHEDA), Chip Wood (FSR), Erica Linc (VITA/RKCAA), Kristina Wamboldt (BMO Harris), Bev Baker (UW-Extension), Cheryl Montgomery (RKCAA), Edgar Espinosa (Green Path), Kay Gregor (Literacy Council)

* At our Racine Coalition for Financial Fitness meeting today, we discussed the need for a work group to begin reaching out to various community organizations (using UW-Extension’s Family Resource Directory) and financial institutions to get the word out about the coalition and the services we offer. This outreach will consist of a short presentation or a brief visit to promote our services and raise awareness of our website and its resources, and also to engage potential coalition members.
* We still need to figure out more concrete details for this effort (who will take on which organizations, how to organize our efforts and measure results, etc.) and this will happen at our April 9 meeting
* Here is a list of other questions/concerns that surfaced in the meeting that need to be discussed:
  + Could this coalition be the entity that conducts follow-up phone calls/visits with Money Conference attendees?
  + Should we have a display at the Money Conference?
  + Can we somehow conduct a survey or focus group to figure out which financial topics are the most prevalent in this community?
  + How can we get more residents on our mailing list?
  + Should we distribute a newsletter?
  + Should we revisit the time and day that we schedule our monthly meetings? Are there any other days that work better for more members?
* Edgar Espinosa announced that he accepted a job in Texas, but his replacement will also be involved in RCFF.