Racine Coalition for Financial Fitness Minutes

January 21st, 2014

3:00 pm – 4:30 pm

Attendees:

Amy Macemon, RUGN, SEED, HALO; Caitlyn White, City of Racine, City Development; Brian Dean, RKCAA; Madeline Carrera, Gateway Technical College; Sabrina Kliman, UW-Parkside VISTA Project; Sunny Seto, Make A Difference-WI; Sara Grzyb, UWRC/AFA; Demetri Vincze, COC; Shebria Small, Human Capital Development.

* Announcements / Introductions
	+ Financial Literacy Class briefed: what constitutes a student to take the Financial Literacy Class at RLC- must graduate all three classes to get the kit, can only enroll if they are current students at RLC
	+ Amy from RUGN: March 21 and 28th, HALO has a Kitchen Incubator program (food business incubator) hosting a 2-part lecture series from 11-1 about how to get started in the food world. 1st lecture: what you need to consider, 2nd lecture: the legality of getting a business started. Donation of $5-15 per lecture requested.
	+ Demetri to speak about P.I.T.
		- Fliers distributed (Attached)
		- Point in Time count: January 29th 2014
			* Interview those without shelter: offer services, shelter, care packages
			* Shifts available.
			* Making sure everyone that wants to be served is.
* Coalition Member Survey
	+ Molly found the survey online – coalition evaluation.
	+ Will be available via email.
* Meeting Dates handout (attached)
* Committees Established
* America Saves Week – ~~Heather Lux~~ (not in attendance)
	+ It’s not only about saving, but it can be ways to cut expenses
	+ Shebria passed information on Social Media Marketing for this
	+ Idea: Marketing tool: Life Hacks (internet fad) – something that makes life easier
		- 20 ways to save, tips and/or resources
		- “Round Up Savings Account” – ECU
			* If you pay 4.74 at the store, round up to 5 and put the difference in savings
		- FamilyWize prescription card
	+ America Saves Week is Feb 24 – March 1st, 2014
	+ Heather will email powerpoint: ideas of what we can do if we want to host an event
* Discussion on America Saves Week
	+ Sara asked if we were planning on hosting another event: Money Smart week in April
		- Who would be targeted? Age group?
		- High school – teenagers – college students
	+ Make A Difference Wisconsin – train volunteers to deliver 3-90 minute curriculum in high schools (jrs, srs) on financial managements
		- * Saving, budgeting,
		- At 1-2 schools in Racine
		- Looking to expand into Racine and Kenosha Counties
		- Makeadifferencewi.org
	+ Idea: host our own week of financial fitness initiatives to bring financial literacy to the schools and/or community centers (after school programs)
	+ Don’t want to duplicate; another target audience? Harder to narrow down an age group
		- Maybe people are interested, but don’t know where the resources are
	+ Maybe printing a small booklet of the financial resources in Racine County/part of coalition
		- Inserting a “how to cut costs” section: “supplementing costs” Cable costs VS Netflix cost, importance of weatherizing to save on heating in the winter
		- Food cost savings: community gardens, gardening,
		- Extreme couponing
		- Resale stores, thrift stores, Restore, Consignment stores
	+ Booklet and/or event? – Booklet of Resources and THEN resource event
	+ Email call: Facts and information to go in booklet
* Committees from first meeting
	+ Needs to be a leader in the coalition Post-VISTA
		- Education
		- Sustainability
		- Marketing (Events)
	+ Need to establish the committees