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