

## **Johnston Alliance for Character Development**

November 9, 2006

11:30 am to 12:45 pm, Johnston City Hall

Attendees: Barb Savage, Nancy Buryanek, Willona Goers, Kevin Mills, Brian Carico, Laura Barclay, Mike Beaman, Michael Finch, Debbie Wych, Katherine Burggraaf, Emily Schwartz, Ron Ward

### **Logo**

Nancy used the suggestions from the previous meeting and offered a couple new ideas. The group all liked one with a building shape with six pillars, the Johnston script to the side and the Johnston Alliance for Character Development underneath. Laura reported that the City is okay with the script Johnston being used. Nancy will check with the ICD to get their approval.

### **Update on Chamber Luncheon**

Laura updated the group on the presentation made to the Chamber. The presentation included an introduction by Willona, goal #1 report by Laura, goal #2 report by Brian, goal #3 report by Kelly Jeseritz, goal #4 report by Nancy Betz and a wrap-up by Willona. A Sticks poster was given away and Nancy donated the rest of the set to City Hall.

### **Visual Awareness: Flags**

Nancy reported she has obtained information on colored banner flags. They would be in each of the pillar colors, with in-ground staking and printed with a character word on each one. The cost for the flags is about \$127 and the cost of printing about \$500. The question was then raised as to where would the funding come from. The group decided this should be a Goal #1 item.

### **Network Luncheon Update**

Nancy reported on the Character Counts! In the Community 1<sup>st</sup> annual networking luncheon she attended on September 14<sup>th</sup>. She shared copies of the minutes of that gathering. The minutes give examples of programs and projects other communities have done.

### **Chamber Directory Page**

Nancy asked the group if they again wanted a free one page advertisement in the new Chamber Directory to be sent to all addresses in the school district. The group unanimously agreed this was a good idea. Nancy will update the information to be put on the page and share with the group.

### **Goal Area Plans for next four months**

#### **Goal #1**

- Kevin will talk to service clubs about funding the purchase of the flags.
- Ron will look into possibility of purchasing park benches in the character colors with each having a character word imprinted into the back.
- Work on getting some type of banners or signs at Creekside Park so all players and fans would see them as they enter.
- Research possibility of selling framed Character Counts! posters to businesses for them to display in their building. This could also raise funds.
- Laura will talk to Mayor's Youth Corp about selling concessions at the youth concert during Green Days to raise funds for JACD. Laura will check with the Green days Committee about waiving the vender fee.
- Use the Purple Party as a fundraising opportunity by selling t-shirts or some other items.

#### **Goal #2**

- Change the recognition focus to allowing people to nominate anyone at anytime that displays good character.
- Brian will use a shorter nomination form from Bloomington and rework it to fit the JACD.
- Recognize all the people nominated at a dinner or Council meeting.

**Goal #3**

- Changed goal statement to: “Educate Johnston community members about the principles of character development and the pillars of Character Counts!”
- Rework a Character Do’s & Don’ts poster from Ft. Dodge.
- Develop a website for JACD. Nancy explained ideas for the website such as; links for each pillar, JACD updates, a calendar, mission statement and goals, training opportunities, recognition, results, resources, and contacts.

**Goal #4**

- Adopted wording for goal statement: “To develop a process for measuring the effectiveness of character development initiatives for all facets of the community”
- Use ranking system from the Iowa High School Athletic Association to monitor Johnston.
- Rich Kirkeby will monitor crime statistics.
- Determine what is actually going to be measured.
- Determine how it is to be measured.
- Develop a baseline to monitor progress from.
- Mike will check with ICD on what help they can give towards this goal.

**Fundraising**

After goal area planning, a discussion on fundraising ensued. With most of the ideas to raise awareness involving purchasing items, it was suggested to the group that fundraising needs to be discussed. With fundraising also comes the question of becoming a non-profit organization. This discussion will be on the next agenda.

**Leadership**

January	Leader: Debbie Wych	Reporter: Abbi Schutte
February	Leader: Kevin Mills	Reporter: Heather Wilcox
March	Leader: Nancy Betz	Reporter: Kelly Jeseritz
April	Leader: Nancy Buryanek	Reporter: Brian Carico
May	Leader: Willona Goers	Reporter: Laura Barclay

**Congratulations**

Michael Finch has accepted the position of Parks and Recreation Director for the City of Huxley. Micheal’s efforts in helping to form and organize the JACD are greatly appreciated. Good Luck! Abbi Schutte has been hired to fill Michael’s vacated position. Good Luck again!

**Next Meeting**

January 11, 2007  
11:30 am – 1:00 pm  
Johnston City Hall, Council Chambers