



**A Healthy Lynnfield Board of Directors Meeting
Minutes: January 17th, 2024**

Present for Virtual Meeting: Phil Crawford, Diana DeLeo, Alessandra Petruccelli, Sarah Kelley, Chris Caprio, Erin Denehy.

- 1) Treasurer's Report: (Chris) - The Wizards event was an extremely successful fundraiser, raising approximately 21k. We have also done well with donations, raising approximately 3k from the Annual Mailing Campaign in addition to a 15k donation from Unicare. We have approximately 55k in cash in the account so we are looking at some additional ways to allocate funds as we are in a really good position to make some decisions as a Board on how best to invest that capital. Diana will follow up with a budget breakdown as of 12/31/23 via email.
- 2) Holiday Service Project: (Diana) - Lydia recently spearheaded a service project with the Youth Council to do a GC drive for the students of Northshore Recovery High School.
- 3) Scholarships: (Diana) - The Healthy Living Scholarship application is live and details can be found on the AHL website (<https://ahealthylennfield.org/scholarship>) . We have shared it with the Guidance Office at the High School. The deadline for applications is May 1, 2024 and recipients will be notified prior to Senior Night. This will be a blind process and the Committee will review and vote on applicants. We have 5 seniors on our Youth Council. Diana believes that two out of the five Youth Council members will apply.
- 4) Health Expo: The AHL Health Expo has been scheduled for 5.18.24. We have a group of volunteers who have formed a committee to assist with logistics

such as the stage show and our interactive activities (last year we had Meg from Vault Training, Soccer Shots, a Karate demonstration and a few other activities). We have the Lynnfield Common The Meeting House The Middle School booked (in the event of inclement weather), as well as the field at the Middle School in case we decide to grow the event in collaboration with Town Day. Phil shared the details of Town Day as it has been held in the past and suggested that we might be late in terms of planning for this coming year, however we could begin thinking about planning again in September if interested for next year. This would be more of a community event than a fundraiser with an admission fee. The last Town Day had approximately 2,000 attendees. Chris and Sarah were in agreement that we would need additional resources in order to plan an event of this magnitude. Sarah added that there are many sports organizations such as the LYSC Family Day that host something similar on a smaller scale. Phil suggested that we could think about partnering with at least one other group to potentially organize the event in the future.

- 5) Making Mealtime Matter Spring Campaign: (Diana) - this has been a large portion of our work recently and we will use some of the funds donated by Unicare to sponsor this event. This is a family meal campaign, a social norms community campaign and a public awareness campaign that will focus on the fact that 3 or more meals a day eaten as a family increases the protective factors of your children from using substances. This is a research backed campaign and AHL will be partnering with Mass General. The campaign will be a multifaceted robust campaign. AHL has met with SSS to discuss how the first part of the campaign would kick-off at both Lynnfield elementary schools. Ideas include incorporating a book "Our Table", mystery readers in the classrooms, incorporating Food Services, a postcard mailer and an 18 month calendar (to include conversation starters, a QR code linked to recipes - materials will come from the Family Dinner Project (<https://thefamilydinnerproject.org>)). We are also targeting a few community dinners that may include partnering with Pizza Palooza and Lynnfield Little League and Softball League. AHL is also in discussions with Market Street regarding a potential takeout night. The sponsorship of the calendar will cover all printing costs (\$250 to sponsor a month). We will also

be using some local data from YRBS to incorporate into the campaign along with some nationwide statistics.

6) Updates on Current Programming: (Diana) - We have been very busy and we have a lot planned for January, February and March. Please continue to share programming.

- a) Safety Skills Training will be held this Saturday, January 20th at the High School.
- b) Guiding Good Choices is going well, this is week 2 of a 4 week program, childcare is offered.
- c) Community Adult Mental Health First Aid Certification Program is coming up on 2/1 and 2/8
- d) Dr. Peter Gray will be presenting on 2/7 with respect to the importance of play in childhood development. There is no registration required for this event, however, we would like to have a large audience for this event.
- e) Teen Mental Health First Aid is 3/3 and 3/10. This program is to help teens with peers and family members who may be in crisis.

7) Staffing and Childcare Discussion:

- a) Erin will be joining AHL as the Youth Council Coordinator.
- b) Childcare - Chris and Alessandra agreed that students will need to go through a CORI check to provide childcare and to be paid for offering childcare services for AHL programming events. Diana suggested offering a CORI application to interested Youth Council members at the beginning of each year.
- c) Chris asked how the Board can support AHL and the grant process moving forward. Diana mentioned that Peg would be able to give an update on potential new opportunities. Chris suggested that we should partner with the private sector in town for ways to work together in supporting AHL.

8) Next meeting will be held on 3/20/24.

The meeting adjourned at approximately 7:50pm.