



**MOTAC General Coalition Bi-Monthly Meeting**  
**UNMC College of Public Health, Rm. 3009**  
**Tuesday December 5, 2016 – 12p-1p**

**MOTAC Mission:** *To prevent and reduce tobacco use and the associated health and economic consequences in the Omaha area via prevention through public policy and education.*

- 1. Call to Order** (President)
- 2. Introductions** (As noted)
  - a. Executive Committee
  - b. Staff/Sub-Grantees
  - c. Balance of Attendees
- 3. Approval of Minutes** (Secretary)
  - a. December Minutes
- 4. Officer Reports** (As noted)
  - a. President
    - i. Announcing changes in General Coalition Meeting Structure
      - General Coalition meetings will now only feature special guests on an “infrequent” basis.
      - The majority of meetings will be spent with report-outs and discussions required from Committees and sub-grantees’ work plans not specifically covered by MOTAC’s standing committees.
    - ii. Announcing changes in Sub-Grantee Accountability/Reporting
      - Region 6 and the Executive Committee are partnering to explore a monthly reporting structure, required of all MOTAC sub-grantees.
      - A monthly reporting structures would increase accountability, decrease the size of quarterly reporting, and increase the Executive Committee’s engagement with a sub-grantee work plans.
  - b. Treasurer
    - i. No activity as of previous General Coalition Meeting
      - Searching for new banking institution
        - a. Exploring Wells Fargo, Centris, and other institutions, in lieu of the current institution.

- b. The current banking institution is not meeting the needs of the organization, by complicating the transfer of power to current leadership.
- ii. Current balance of MOTAC Account: **\$2,049.58**
- iii. Projected expenses:
  - None
- iv. Projected income:
  - \$700.00 (Annual Dues)

**5. MOTAC Program Coordinator Report** (JohnCarl Denkovich)

- a. November report written, circulated for review.
- b. Surveys Results of Communities of Excellence in Tobacco Control Strategies
  - i. Top Results, in order:
    - Increasing smoke-free multi-unit housing availability
    - Increasing proportion of businesses with tobacco-free policies
    - Increasing proportion of tobacco-free outdoor recreational facilities
    - Increasing proportion of public/private worksites that designate smoke-free entrances within 25 ft. or more of the entrance/exit.
    - Increasing proportion of compliance checks, with checking requirements.
    - Increasing proportion of minors reporting that they did not use tobacco.

**6. Committee Reports**

- a. Media Committee
  - i. No Tobacco Challenge Winner selected, and artwork published by Waitt Advertising.
    - Waitt Advertising will move the artwork and message around the city for 6 months of free advertising.
    - The message features the student artwork and a banner reading: “Kids Get the Message: Do You?” All partner logos are also featured.
    - The billboard will premiere at the intersection of 50<sup>th</sup> & Center Street.
    - Finalists’ artwork has been placed into graphics, and will be used for digital ad campaigns.
  - ii. A strategic media campaign will target local media outlets for MOTAC brand identity.
- b. Clean Air
  - i. The three-tiered system of recognition for businesses has been adjusted by Program Coordinator to fall into three (3) categories: Gold, Silver, Bronze.
    - Currently recognized businesses within our database will be categorized according to this system as a pilot, with correspondence notifying the recipients of their tiered level of recognition, and how they can improve their score. Input on this system is welcome.

- Will work with Lovgren Marketing Group to develop small digital MOTAC icons that can be used to indicate their “tier status” on their multi-family unit or business website.
  - c. Tobacco-Free Parks
    - i. The Coalition will no longer maintain a database of “Tobacco Free Parks Supporters” or engage in collecting names for this purpose at events.
    - ii. The Coalition will move forward with seeking support for a Tobacco Free parks Policy through all city channels.
- 7. Tobacco Free Nebraska Report (Tracey Bonneau)**
  - a. Tobacco Free Nebraska has not yet announced the date of release for the 2017-2019 grant application cycle.
  - b. The date is TBD. There are expected to be potential budget constraints per state’s budget shortfall.
- 8. Region 6 Behavioral Healthcare Report**
  - a. Preparing for the 2017-2019 Grant Cycle RFP Process (Dean/Crystal)
  - b. Results of public opinion poll of indicators (JohnCarl)
  - c. Steps to complete the RFP process (Dean/Crystal)
    - i. Timeline of collaborative strategy/indicator evaluation process by sub-grantees.
    - ii. Timeline of collaborative work plan assembly for 2017-2019 sub-grantees.
- 9. Adjournment (President)**