



Kent County Veterans Services

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DRAFT minutes 4-8-2021

Committee Present: Mary Johnson, John Baxter, Mel Bauman, Jill Wolfe, Michael Blundell
Committee Absent: Shane Scherer, Trish Torres
Staff Present: Martha Burkett, Jacob Calvert, Ryan Grams
Guests: Claudette Lozano, Tom Pritz, Eric Nelson, Jennifer James, Paul Ryan

1. Meeting called to Order/Introductions –
 - a. The meeting was called to order by Veterans Services Committee Chair Mary Johnson at 8:30am
2. Pledge of Allegiance – Committee Member Mel Bauman led those in attendance to recite the Pledge of Allegiance.
3. WZZM/FOX Presentations
 - a. Claudette Lozano from FOX 17 gave her presentation on the first quarter advertising campaign.
 - b. Demo: A20-50, Target: Veterans and Military Families, Reach: 9,294, Frequency: 8.54, Impressions: 79,366, Post Reactions: 83, Post Comments: 11, Post Saves: 11, Post Shares: 34, Link Clicks: 528.
 - c. FOX 17 aired their Morning Mix segment on February 9th. Demo: A20-50, Target: Veterans and Military Families, Reach: 3,899, Frequency: 3.81, Impressions: 14,841, Post Reactions: 1, Shares: 7, Likes: 3, Link Clicks: 2.
 - d. Committee Member John Baxter recommended changing the target demographic from A20-50 to A20-70.
 - e. FOX 17 aired their Morning Mix segment on March 10th. Demo: A20-50, Target: Veterans and Military Families, Reach: 2,399, Frequency: 2.40, Impressions: 5,756, Post Reactions: 1, Shares: 3, Likes: 2.
 - f. The Mar. 10th Morning Mix was boosted on March 29th and will run through April.
 - g. FOX 17 ran KCVS banner ads on FOX17online.com through February. The ads received 86 clicks and had a 0.09% Click Thru Rate. The best performing ad size was 300x600 with 56 clicks. The second-best performing ad size was 300x250 with 28 clicks.
 - h. FOX 17 ran a TV campaign for KCVS between January 25-March 14. During this time, 15 second commercials ran 142 times, and also included 51 bonus commercials. The broadcast

TV schedule consisted mostly of Morning, Midday, Evening, and Late News, as well as some Prime and Daytime programming. Reach: 307,040, Impressions: 616,700.

- i. FOX 17 ran streaming TV commercials through the month of February. Demo: A21-54, Target: Veterans and Military Families, Impressions: 70,310, Unique Households: 39,964.
 - j. FOX 17 ran 12 30-second PSA's with Mike Avery, anchor of FOX 17's Morning News.
 - k. Tom Pritz from WZZM gave his presentation on WZZM's ad campaign for KCVS.
 - l. In 2021, the advertisements from WZZM received 1,334,688 impressions, had a reach of 439,275, received 4,487 clicks, had a click through rate of 0.86%, and had 44 OTT website visits. Total campaign investment totals \$59,640. Target audience was veterans 18+ in Kent County, MI.
 - m. Broadcast television ads received 757,000 impressions and had a reach of 332,000. 80 15-second spots aired during 13OYS Local News Programming, reached 53% of the target audience at least 2 times, and delivered over 773,000 impressions.
 - n. Branded ads reached 34,000 unique people, performed best with women 65+, received 177 likes, 8 comments, and 22 shares.
 - o. Streaming television ads had 108,000 impressions and a reach of 69,000 unique households.
4. Approval of the Minutes from Previous Month
- a. Committee Chair Mary Johnson recommended the word "she" be removed from 4. b., "stated that" be added to 4. c., the word "resented" be changed to "presented" in 5. b., and the word "and" be replaced with "an" in 6. c.
 - b. Committee Chair John Baxter made a motion to approve the minutes with changes. Committee Member Mel Bauman seconded, UNANIMOUS.
5. Chairwoman Review of Committee Guidelines
- a. Committee Chair Mary Johnson addressed community concerns pertaining to negativity being fostered within the committee.
 - b. Committee Chair Mary Johnson recited number two of the operational guidelines, as well as several excerpts from the Committee Guidelines.
 - c. Committee Chair Mary Johnson proposed drafting a list of services provided to veterans by Kent County Veterans Services. Committee Member John Baxter voiced his support for the proposal.
6. Success Stories
- a. Due to the success of the Veteran Resource Specialist call tracker, developed by Clerk II Jacob Calvert, Veterans Services Manager Martha Burkett stated her intention to roll out a similar platform throughout the office to facilitate the aggregation and reporting of client information that is currently going uncollected.
 - b. Since starting his role as the Veteran Resource Specialist, Nelson Soto has assisted over 70 unique veterans by connecting them with the resources they need.
7. Monthly Impact Reports
- a. Veterans Services Supervisor Ryan Grams. provided an update, 22 fully developed claims were submitted, 34 claims are in development, and 6 claims were awarded, 6 SSR claims were awarded, and 7 burial claims were awarded.
8. Manager's Report
- a. Veterans Services Manager Martha Burkett detailed the budget report.
 - b. Martha Burkett stated that the budget report is now accurate and easily readable.

- c. Martha Burkett stated that money is being paid to the wellness programs however there is nothing significant to report on.

9. Old Business

- a. Committee Chair Mary Johnson began discussion on the changes to the Soldiers and Sailors Relief policy.
- b. Mary Summers presented the changes.
- c. Committee Member John Baxter asked Veterans Services Supervisor Ryan Grams to clarify the criteria of who is considered a veteran in the key definitions. Ryan Grams clarified that to be considered a veteran under the guidelines the individual must have received an Honorable or General Under Honorable discharge.
- d. Committee Member Mel Bauman moved to approve the changes. Committee Member John Baxter seconded, UNANIMOUS.
- e. Committee Chair Mary Johnson began discussion on the changes to the Soldiers and Sailors Relief application.
- f. Veterans Services Supervisor Ryan Grams presented the changes.
- g. Committee Member Michael Blundell moved to approve the changes. Committee Member John Baxter seconded, UNANIMOUS.

10. New Business

- a. Committee Chair Mary Johnson shared that the order to meet remotely had expired on March 31 and began discussion meeting options for the Committee.
- b. The Committee chose unanimously to have the meetings remain remote.
- c. Committee Chair Mary Johnson began discussion on the approval of allowing family members to receive free dental care through the grant issued by Kent County Veterans Services to My Community Dental Centers.
- d. Veterans Services Manager Martha Burkett shared that, with the consent of the Committee, the contract with My Community Dental Centers had been rewritten and executed to include family members as eligible to receive services.
- e. Committee Chair Mary Johnson shared that, with the consent of the Committee, all veterans regardless of discharge status will now be eligible to receive treatment through Arbor Circle.
- f. Veterans Services Manager Martha Burkett shared that the contract with Mary Summers expires in May and will not be renewed.
- g. Veterans Services Manager Martha Burkett shared that due to the pandemic, the staff retreat that had been stipulated in the contract had not been provided, however the retreat will be facilitated at a later date.

11. Committee Connection Information Sheet

- a. Committee Member John Baxter detailed the timeline for the millage approval.

12. New activities/collaborations/soliciting feedback/advise

- a. Veterans Services Manager Martha Burkett explained Community Connection Form for the new Committee members.

13. Public Comment

- a. Paul Ryan shared that Congress has passed the Save Lives Act which allows the VA to vaccinate any veteran, their spouse, and certain caregivers.
- b. Paul Ryan shared that the Battle Creek VA Medical Center is hosting a virtual hiring fair on April 22.
- c. Paul Ryan shared that there will be a Freedom Cruise on September 11.

- d. Committee Chair Mary Johnson shared that the VA will be holding a virtual questionnaire on April 16.
 - e. Veterans Services Manager Martha Burkett shared that, along with Administrative Specialist Rachel Wustman and Clerk II Jacob Calvert, she had hosted a meeting with approximately 35 members of the community to speak on the new initiatives, grants that have been awarded, and what Kent County Veterans Services is doing in the community. The link to the recording to this presentation will be available on the KCVS website and social media.
14. Adjournment –Veterans Services Committee Chair Mary Johnson moved adjourned the meeting at 9:57 am.