



THE SMITH HOUSE HEALTH CARE CENTER

SKILLED NURSING CARE FACILITY
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CITY OF STAMFORD, CONNECTICUT

Smith House Marketing Minutes

Wednesday March 5, 2014

Smith House Health Care Center - Garden Room

Attended by: Maria Mallozzi, Marlys Youngberg

- Called to order at 5:35 pm
- Music & Memory Breakfast occurred this morning
 - Well attended, donations included: 24 iPods, 21 headphones, \$625 iTunes gift cards, 2 iPads, MP3 player, cases, CDs from 10 companies
 - Laptop separately donated to store the music
 - Currently have 955 songs stored, 4 residents have personalized song list
 - Next to teach more staff how to use this as part of their care
 - Special notice to Jean Gleeson for finding out about this program and working with Bridgette Fox at The Volunteer Center of United Way of Western Connecticut
 - Working on Press Release
- RFP timing update –
 - RFP has been posted on City website
 - Mandatory walk through was attended by 7 companies
 - Questions to be submitted by 3/11
 - Final proposal to be submitted by 4/3 at 4pm
- Foundation Updates – Still looking for a “Brand Champion” and people for the committee
 - Launch Party and Open House 4/26 from 3-5pm
 - Would like to invite neighbors, church groups, Representatives...
 - Complete invitations and send out end of March
 - Appetizers to be provided by SHHCC, drinks to be donated
 - Have video to play in background and use music from Music & Memory program
 - Gala – looking into 9/18 – 9/21 for prices & trying to connect for Silent Auction items and advertisement book
- Others
 - Mr. Mislow joining The Volunteer Center and will attend monthly meeting with Stamford corporations looking to donate and connect with projects
 - Senior Services and the Over 60 Club are interested in working together when we hold events
- Meeting adjourned at 6:00 pm
- Next meeting Wednesday April 2, 2014 at 5:30 at Smith House Health Care Center Garden Room