



Southland Recovery Coalition ROSC Council Meeting Minutes

Date/Time: 4/30/2025 9:30 AM to 10:30 AM

LOCATION: Zoom

PRESENTER(S): Yvonne M. Orr-Blake, Meeting Facilitator

TOPIC: "We Outside!" – How to Pop Up with a Purpose

ATTENDEES			ATTENDEES		
AFFILIATION			AFFILIATION		
1	Yvonne M. Orr-Blake	ICSC, Partner Agency	12	Souheir Rahman	Together We Cope
2	Kenneth W. Bell	Region 1 TA	13	Elena Rivera	Together We Cope
3	Marianne Bithos	NAMI South Suburbs	14	Sarah Grunden	Harm Reduction, OMNI Youth Svcs
4	Kamil Walton	Cornerstone, Deputy Director	15	Ed Boone	West Side ROSC
5	April Thompson	Higher Heights Initiative, Cornerstone	16	Maya Hardy	Reg Dir of Dev, UWMC South/SW
6	Leonard Noble	Cornerstone, Workforce Dev Dir	17	Chel Ferraro	PLE
7	Capucine Walls	Cornerstone, Workforce Coor	18	Yasmeen Hismeh	Together We Cope
8	Sherri Keyes	Family Guidance Center, Prog Mgr	19	Katie Huffman	Together We Cope
9	Johanna Gonzalez	ROSC Coord, IDHS	20	Neesha Stringfellow	Will County Grundy ROSC
10	Michael Ferguson	Family Guidance Center, Prog Mgr	21	Denise Holman	Opioid Health Educator, CCDPH
11	5 students in Lab	PLEs	22	Denise Jones	Tender Touch Inc.

MEETING SUMMARY: Southland Recovery Coalition ROSC Council Meeting

The SRC Monthly ROSC Council Meeting focused on event planning strategies for pop-up events. The meeting features a guest speaker and focuses on collaboration and resource sharing among different community organizations. 27 people attended, including 5 PLEs that joined via the smartboard from Cornerstone's computer lab. Karen Dilligard from Exquisite Affairs Chicago shared insights on defining event purposes, selecting locations, and leveraging partnerships. Key points included the importance of clear objectives, effective marketing, and community engagement. The meeting highlighted the need for detailed logistics, volunteer coordination, and backup plans. The participants explored various aspects of event planning, including logistics, promotion, and impact measurement, while also sharing successful experiences and ideas for future community events. Metrics for success were emphasized, such as attendee counts, service sign-ups, and partner feedback. The session concluded with a reminder of the upcoming mini recovery conference on June 4, 2023, and the importance of continuous improvement in event planning.

Strategies for Engaging Community Events

Karen discusses strategies for creating engaging and impactful community events. She emphasizes the importance of interactive stations, such as art therapy, vision boards, and wellness activities, to involve attendees actively. Karen suggests incorporating music, line dancing, and quiet spaces to cater to different preferences. She also stresses the importance of measuring event impact through surveys, headcounts, and follow-ups, and reminds organizers to be flexible and have backup plans. The group shares additional ideas, including partnering with radio stations for giveaways and creating sober-curious spaces at festivals.

Announcements and Meeting Agenda

- Yvonne welcomed newcomers and requested they provide their names and organizations in the chat
- Yvonne announced guest speaker Karen Dilligard from Exquisite Affairs Chicago



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- Maya Hardy thanked the April Food Day supporters. They raised 109,000lbs of food and had 325 volunteers!
- Mentioned the upcoming mini recovery conference on June 4th at Bremen Township from 8:30 a - 12:30p

Guest Speaker Presentation: Event Planning Overview

Karen Dilligard from Exquisite Affairs Chicago presented on pop-up event planning.

Event Definition and Purpose

- Defined a pop-up event as a temporary, high-impact event with a clear purpose
- Emphasized the importance of defining the event's purpose, target audience, and location
- Discussed the need for clear objectives, measurable outcomes, and community engagement

Logistics and Planning Details

- Outlined key logistics including securing locations, obtaining permits, and identifying partners
- Stressed the importance of over-preparation and creating detailed timelines
- Highlighted the need for backup plans for inclement weather
- Suggested using a master checklist for all event materials
- Emphasized having a communication plan for volunteers

Marketing and Promotion Strategies

- Discussed the importance of early and consistent messaging across various platforms
- Suggested using social media, press releases, and street teams
- Emphasized the value of partnerships and collaborations
- Advised using co-branded flyers, hashtags, and thank-you notes to build relationships

Engagement and Interactive Activities

- Encouraged creating interactive stations and engaging activities
- Suggested using art therapy, wellness checks, and music
- Highlighted the importance of having quiet spaces and reflection zones
- Shared examples of successful engagement activities (face painting, mocktails, sober tents)

Measuring Impact and Follow-Up

- Emphasized measuring event impact through surveys, head counts, and follow-up meetings
- Advised setting goals before the event
- Suggested tracking engagement, services sign-ups, and referrals
- Encouraged celebrating successes and using feedback to improve future events

Closing Remarks and Next Steps

- Yvonne thanked Karen Dilligard for her presentation
- Highlighted the importance of evolving event planning for SRC
- Reminded participants about the upcoming mini recovery conference
- Encouraged participants to share their emails for updates
- Asked participants to reflect on how they can give back to themselves and others

Action Items

SOUTHLAND RECOVERY COALITION
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Changing Communities...Restoring Lives!
SRC ROSC COUNCIL PARTNER AGENCIES
Cornerstone Community Development Corporation, NFP (Lead Fiscal Agent)
Indigenous Community Service Center • Together We Cope (Partner Agencies)



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- Send out the media release form to attendees
- Explore the feasibility of hosting simultaneous pop-up events in different suburban townships/cities
- Karen Dilligard - Provide a checklist of considerations for planning successful pop-up events

Next Meeting: May 28, 2025 at 9:30am via Zoom

Next pop-up event planning meeting in June (specific date to be determined)