

Jean Gallucci

From: Phoenix R. Kawamoto <[REDACTED]>
Sent: Monday, September 21, 2015 3:12 PM
To: Jean Gallucci
Cc: Arlene Weber; Jim Tinger
Subject: Request for Town Purchase of Administrative Marketing Strategy Support Tools
Attachments: Budget Modification 091815.pdf

September 21, 2015

Dear Jean;

As per our recent conversation, I am seeking assistance from the town board in purchasing an administrative marketing strategy support tool (Infusionsoft) that will assist our coalition's efforts with:

- Social marketing & community messaging
- Coalition capacity building
- Infrastructure development
- Community outreach & education
- Enhancing community sector engagement & participation

I have worked closely to obtain permission from both of our federal Drug-Free Communities grant officers [Cydne Kimbrough (Federal Project Officer) and Latosha Mathis (Grant Manager)] to reimburse the Town of New Paltz for the full price of the purchase of these tools from unspent funds within this current budget year (Year IV). These funds will come from our approved social marketing materials line within the Supply section of our year IV grant budget. (Please see attached PDF document containing email communications granting their permission for this official program addition and budget modification.)

This administrative marketing strategy support tool will directly enable & enhance the coalition's ability to implement numerous initiatives that are vital to our success, as well as support our sustainability efforts going forward.

Immediate actions & strategies include:

- The development of an automated educational series for parents within the New Paltz School District regarding local conditions and trends pertaining to youth & substances of abuse [i.e. Understanding emerging trends (marijuana, vapes, butane extracted hash oil, and synthetic marijuana), identifying early warning signs, how talk with your teen about drug use and other concerns, locating and accessing treatment resources, navigating obstacles within health insurance companies, etc.)
- Social marketing campaign support for our faith community outreach efforts, bystander intervention, and “Building Hope & Breaking Down Walls” campaigns.
- Distribution of our new monthly “Partnership News” video segments (donated by USIA Video)
- Distribution of other media created as part of our work plan (Community Conversations programming, “Youth Speak” series, etc.)
- Infrastructure development & coalition capacity building through the creation of segmented electronic mailing lists for targeted distribution in accordance with sectors’ areas of interest and participation, and
- Increase coalition membership and member participation across all 12 community sectors.

The coalition has seen an incredible increase in community interest, support, and involvement... We have numerous campaigns and initiatives under way which these tools will benefit tremendously from! I thank you for your continued support of the coalition which enables this community collaboration to mature and expand our efforts!

Please contact me directly with any questions you may have regarding this matter.

Sincerely,

Phoenix

--

Phoenix R. Kawamoto, MSW
Project Director

Greater New Paltz Community Partnership
3 Veterans Drive
New Paltz, NY 12561
Phone: (845) 419-3678

Infusionsoft®

Invoice

Bill Mulligan
1260 S. Spectrum Blvd, Chandler, AZ, 85286
480-397-6465
Bill.mulligan@infusionsoft.com

DATE: SEPTEMBER 25, 2015

EXPIRATION DATE September 11, 2015

TO Town of New Paltz
PO BOX 550
New Paltz, New York 12561

QTY	DESCRIPTION	UNIT PRICE	DISCOUNT	LINE TOTAL
1	Marketing Blueprint Kickstart	\$1500	500	\$1000
1	"Essentials" Monthly Subscription	\$199	\$	\$199
FIRST YEARLY PRICE (\$1000 + \$199 X 12)				\$3388
FIRST YEAR AFTER 15% DISCOUNT				\$3029.80

Thank you for your business!

Kimbrough, Cydne (SAMHSA/CSAP)

Sep 10 (11 days ago)

to me, Latosha

As discussed, there are no programmatic objections to this change. We do need to defer to Latosha for fiscal guidance to make sure that it is being applied correctly. It will not be official until there is an approved budget revision that is released by Grants Management.

Latosha is currently reviewing and will advise us shortly; Please await her response and guidance.

Cydne D. Kimbrough, M.Ed.
Public Health Advisor, *Drug Free Communities Support Program*
Community Grants & Systems Improvement Branch
Division of Community Programs (DCP)
Center for Substance Abuse Prevention (CSAP)
Substance Abuse and Mental Health Services Administration (SAMHSA)
1 Choke Cherry Rd. Rm. 4-1078
Rockville, MD 20857
U.S. Department of Health and Human Services (HHS)
Email: cydne.kimbrough@samhsa.hhs.gov
Ph: [240-276-1236](tel:240-276-1236)
Fax: [240-276-2580](tel:240-276-2580)

Mathis, Latosha (SAMHSA)

Sep 18 (3 days ago)

to me, Cydne, Jim, Jean, Arlene

Hello Phoenix,

Thank you for providing the rebudgeting breakdown for the marketing strategy and the funds may be reallocated as stated. I will document the grant file accordingly.

Best regards,

Latosha

From: Phoenix R. Kawamoto [<mailto:cpsnpdirector@gmail.com>]
Sent: Friday, September 18, 2015 3:01 PM
To: Mathis, Latosha (SAMHSA); Kimbrough, Cydne (SAMHSA/CSAP)
Cc: Jim Tinger; Jean Gallucci; Arlene Weber
Subject: Fwd: Seeking Confirmation of Budget Line for Spend Down Item

Kimbrough, Cydne (SAMHSA/CSAP)

Sep 4

to me, Latosha

Phoenix,

I will approve the budget change to add the administrative marketing strategy tool for year 5 at a total cost of \$3,000. Please work with Latosha to make sure that you move the dollars appropriately and within guide line. Please remember to completely document the outcomes and the lessons learned during the addition of this process to your plan.

Latosha,

Would you please assist Phoenix in making sure that the budget is correctly adjusted? Thanks

Cydne D. Kimbrough, M.Ed.
Public Health Advisor, *Drug Free Communities Support Program*
Community Grants & Systems Improvement Branch
Division of Community Programs (DCP)
Center for Substance Abuse Prevention (CSAP)
Substance Abuse and Mental Health Services Administration (SAMHSA)
1 Choke Cherry Rd. Rm. 4-1078
Rockville, MD 20857
U.S. Department of Health and Human Services (HHS)
Email: cydne.kimbrough@samhsa.hhs.gov
Ph: 240-276-1236
Fax: 240-276-2580

Phoenix R. Kawamoto <cpsnpdirector@gmail.com>
to Cydne, Latosha, Jim, Jean

Sep 4

Hello, Cydne. Just wanted to let you know that I called and left a message for Latosha at the number you provided. The voicemail message said Nadine DeJesus, so I just wanted to make sure it was the correct number for Latosha.

I am working with the comptroller here and looking forward to confirming that:

- A) We are adding \$3,080 to the social marketing-promotional supplies line for the purchase of the administrative marketing strategy support tools, and
- B) We are free to purchase the tools as part of year 4 with unspent funds.

Thank you very much!

...

Kimbrough, Cydne (SAMHSA/CSAP)

Sep 4

to me, Latosha, Jim, Jean

Yes that is correct.

Nadine used to have that line...it is ok she will get the message

Cydne D. Kimbrough, M.Ed.
Public Health Advisor, *Drug Free Communities Support Program*
Community Grants & Systems Improvement Branch
Division of Community Programs (DCP)
Center for Substance Abuse Prevention (CSAP)
Substance Abuse and Mental Health Services Administration (SAMHSA)
1 Choke Cherry Rd. Rm. 4-1078

People (6)

Cydne Kimbrough

Add to circles



Show details



Map this
3 Veterans Drive
New Paltz, NY 12561