

# The Montcalm Coalition to Prevent Underage Drinking



Minutes of 1/28/2011  
Montcalm Community College ~ Doser Building

**Members Present:** Kim Alexander (Parents), Mike Haefner (Religious and Fraternal Organizations), Jim VanderLaan (Other Organizations Involved in Reducing Substance Abuse), Megan Winters (Youth), Jenny Cordray (Businesses), Susan Sunden (Parents), Barb Subastian (Law Enforcement), Carl Paepke (State or Local Governmental Agencies with Expertise in the Field of Substance Abuse), Jill Worden (State or Local Governmental Agencies with Expertise in the Field of Substance Abuse), and Kristi Jeffrey (Law Enforcement).

**Others Present:**

**Agency Support Representatives:** John Kroneck, L Quinn Lincoln and Patti Warmington – Life Guidance Services Wellness & Prevention.

I) Welcome / Introductions

All members introduced themselves.

II) Consent Agenda – Minutes of November 19, 2010.

**Motion** by J. VanderLaan, **Support** by M. Haefner to approve the consent agenda. **Motion Carried.**

III) Governing Board Updates-

- A) Reviewed 2011 work plan and beginning process of 2012 work plan.
- B) Continuation grant due Feb 22, 2011.
- C) Approved Advocacy Plan and Collaborative Plan.
- D) April, June & August governing Board meeting dates to the third Wednesday of the month.

IV) Coalition Goals and Actions: Awareness and Education – Goal 1

- A) L Q. Lincoln shared that members of the Greenville SADD group were used for the billboards. Billboards are located in the same three locations as prior billboard campaigns. Discussion began regarding billboards and whether it was the best use of funds. Pizza box attachments, silhouettes with messages on them, grocery bag stuffers and other ideas. As part of the 2012 work plan, other ideas will be considered.
- B) L Q. Lincoln shared that she still working with P. Spittka regarding judges. There were four video submissions and one photograph submission. The banquet will

be held February 19<sup>th</sup> at Greenville Community Church at 7pm with judging to begin at 5pm.

- C) L Q. Lincoln shared with the group the Encompass article, and said how it included both the thank you for the Community Resolution and attention for the multimedia contest.

V) Website Update –

- A) L Q. Lincoln that she was still working on a way to best measure website reach and functionality. She will continue to work on a fact sheet for members to understand how to best tweak our website for our users, and future visitors. L Q. Lincoln met with P. Spittka who will be working to put a team of youth together to work on our Facebook page prior to giving them authority to move onto working on our website.

VI) Community Commitment – Goal 2

- A) Our 2011 work plan states that we will do 10% more Community Resolution presentations than we currently have, which would mean we would have to do eight. It was presented that we produce a “report card” that would tell all past signers what we have been doing. It was agreed that the Community Resolution presentations should continue; however, the community should understand that the commitment to youth goes beyond a signature on a piece of paper, and should be aware of our activity in order to build capacity.

VII) Limit Access – Goal 3

- A) J. Cordray and J. Kroneck shared that the Business Summit was a success. P. Warmington offered some highlights of the day: Affordable training was needed for servers especially seasonal employees, one of the police officers in attendance shared a pen-sized black light that can be used to detect fake I.D.’s, technology is difficult for smaller businesses to afford to make it easier not to sell, a listserv would be a good way for businesses to connect, and more communication needs to happen between sellers. M. Haefner asked if we could loan out our hand-held scanners to businesses to use for those who do not have up-to-date technology. B. Subastian offered the support of the Michigan Liquor Control Commission (MLCC.) She also mentioned that the MLBA has training offered at a reduced rate, and we may want to look into that to offer businesses.
- B) L Q. Lincoln presented a proposal that Michigan Alcohol Policy is looking for support from organizations and individuals to raise the beer tax. It was suggested that instead of supporting this proposal as a Coalition, individual members can choose to support it.

VIII) Fun & Healthy Activities – Goal 4

- A) L Q. Lincoln informed the Coalition that to date, no one has applied for youth grants. K. Alexander asked if it was available to download off the website. L Q. Lincoln said that the link is on the homepage and applicants will have to mail them in after filling out the application.

IX) Positive Support Systems – Goal 5

- A) L Q. Lincoln stated that she working with S. Sunden to set up times to do the Community Resolution presentation to both parent groups. They will also be looking for other ways to collaborate, such as legislative advocacy.
- B) L Q. Lincoln stated that she is still in the process of developing a checklist for school policies. She will contact members who agreed to help when that checklist is complete. CADCA has sent some policies for us to use as templates.

X) Enforcement Emphasis – Goal 6

- A) L Q. Lincoln shared that she had heard that the busiest night for bars is Thanksgiving Eve. She wondered if members wanted to take any action on this item. Many members said that they had already known this and was considered common knowledge. M. Haefner suggested that if we do a media campaign about this we could use the line “Don’t be a turkey...” K. Alexander said that we don’t want to lose our focus. Most people who go to bars that night would most likely not be underage youth. Therefore, we need to focus on our stated goals of working to prevent underage drinking.

XI) Planning Action – Goal 7

- A) J. Kroneck listed the potential goals and activities for FY 2012 on boards. He listed all past goals, and as new ideas were presented he placed them on the boards. The Coalition discussed all items J. Kroneck facilitated the discussion. Some new items of interest were: to promote the MiPHY, not only for the schools’ usage, but also, to the community which can help us develop community “norms.” It was suggested to add Evaluation to the agenda, research more awareness items, do more with local legislation and work with sellers of alcohol to improve relationships and limit access for youth. J. Worden made a **motion, second** by J. VanderLaan to accept the plan and send to Governing Board for approval. **Motion Carried.**
- B) L Q. Lincoln passed out the in-kind forms for all members.
- C) J. Worden passed out calendars that Riverhaven produced.

XII) Radar List –

- A) J. Worden will continue working on advocacy regarding inconsistency of selling to minors. No new updates at this time.

XIII) Next Meetings –

- DFM Governing Board Meeting – February.9, 2011, 9:00am Life Guidance office, Stanton
- MCPUD Meeting – Feb. 25, 2011, 9:00 am MCC – Doser Bldg. (on the agenda for next month will be discussion regarding April and May’s meeting dates.
- TFM – March 1, 2011, 1:30pm – Jodie’s house

XIV) Meeting Next Steps

1	J Kroneck will update goals and activities
2	L Q. Lincoln will continue with multimedia judges and event
3	L Q. Lincoln will add agenda items such as evaluation and meeting dates
4	MCPUD plan will be delivered to the Governing Board for approval
5	Staff will work on budget for 2012 grant and add today's suggestions.
6	Members can send support for beer tax increase as deemed appropriate.
7	Coalitions members will review school policies
8	L Q. Lincoln will create school policy checklist for members.
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