

The Montcalm Coalition to Prevent Underage Drinking



Minutes of 5/20/2011
United Lifestyles Office ~ Greenville

Members Present: Kim Alexander (Parents), Mike Haefner (Religious and Fraternal Organizations), Eldon Hirschy (Civic Organizations), Donna Webster (Civic Organizations), Carl Paepke (State or local governmental agencies with expertise in the field of substance abuse), Jenny Cordray (Businesses), Norma Sower (Organizations serving youth), Marjorie Mann (Law Enforcement), Terry Reeves (Businesses), Kristi Jeffrey (Law Enforcement), Susan Sunden (Parents).

Others Present:

Agency Support Representatives: L Quinn Lincoln and Patti Warmington – Life Guidance Services Wellness & Prevention, Jill Worden – Riverhaven Coordinating Agency.

I) Welcome / Introductions

Chairperson K. Alexander welcomed everyone to the meeting. No introductions were necessary.

II) Consent Agenda – Minutes of April 29, 2011.

Motion by T. Reeves, **support** by M. Haefner to approve the consent agenda. **Motion Carried.**

III) Governing Board Updates-

- A) Approved youth grant.
- B) Approved budget update.
- C) Approved new meeting schedule.

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

- A) L Q. Lincoln passed around the event schedule for members to sign up to work. She stated that she will be contacting A. Tabor who has worked the event before, and K. Brown from our Coalition to see about them helping for Carson City as well.
- B) L Q. Lincoln shared that she is working on the pizza box awareness program that was approved last month. Some of the chains require that they approve what is going on the flyers first. It was suggested to inquire if the information could be

printed on sticky notes so that there would be a way for them to adhere to the box. L Q. Lincoln will check on price. M. Haefner reported that he had spoke with the owners of BC Pizza in Greenville on L Q. Lincoln's request. Since there are several BC Pizza locations in Montcalm County, it was important to know if there was one owner or individual owners. M. Haefner stated that the Greenville owners were individuals, and could not comment on the other Montcalm locations. He said that the Greenville BC was more than happy to accommodate MCPUD's pizza box flyers. L Q. Lincoln will research the rest of the county locations. J. Kroneck asked what the message on the pizza boxes would say. L Q. Lincoln said that it would be a message of summertime help for parents (similar to the graduation letter we send out to the schools) and branding.

- C) J. Kroneck shared that there is quite a bit of funding left in our budget that we should be looking at different opportunities for awareness. There are two publications that reach almost every household in the county. Perhaps we should be considering putting ads in each of those publications. N. Sower also suggested that we consider putting something together that she can take and give to each of the students who go through her PSOC project. Each youth receives a packet, so why not have something from MCPUD in that packet? It was decided that media planning was vitally important to MCPUD.

V) Website Update –

- A) P. Spittka was not at the meeting, but send word that he is still in need of member bios and photos. L Q. Lincoln will make a list of whose photos and bios are still needed, and send that information out to members. He is still seeking input on the website – any additions or items that should be part of the site.

VI) Community Commitment – Goal 2

- A) L Q. Lincoln reported that Grattan Academy and Reynolds Twp have signed Resolutions, and the Village of Lakeview and other townships are having the information shared with them.

VII) Limit Access – Goal 3

- A) T. Reeves said that he had spoken with Rep. Outman and Sen. Emmons, and although they want to be involved, their first order of business is the budget. P. Warmington also said that it is a positive thing that we don't try to schedule a visit to talk about businesses and the selling to minors around this time because we would not have the full attention of our elected officials due to the attention being on the budget.
- B) J. Kroneck shared that he had gone to Advocacy Day in Lansing held by MPA (Michigan Prevention Association), and he was able to meet with all three offices (Governor, Senator and Representative.) He spoke about how important it was to know the staff involved in these offices. He said that it is vital to have a relationship with these people *before* we ask anything of them. You are more likely to be taken seriously if they know you.

- C) J. Kroneck communicated that the State of Michigan has changed the look of the driver's license and ID. So, we had to change our vendor education materials to reflect this. We will have to illustrate the "old" ID and the "new" format because both will be in use for at least two more years. Vendor education will be done in June and alcohol compliance checks will be done in August.

VIII) Fun & Healthy Activities – Goal 4

- A) L Q. Lincoln shared that another Youth Grant has been approved with conditions. The grant is for a 4-H group holding a dance after fair is done. The conditions that have been placed on the approval are: 1) must use a MCPUD banner; 2) must be designated and enforced as a tobacco free event; 3) must have DJ use appropriate language for the event including no glorification or acceptability. 4) must have DJ use appropriate music that will not glorify or be acceptable to ATOD.

IX) Positive Support Systems – Goal 5

- A) S. Sunden shared that the Great Start has been very busy with a legislative day, and the process of having Youtube snippets being aired.
- B) Greenville SADD supported the "After Prom Party" and had a turnout of over 300.
- C) Carson City TADD met and elected officers for the 2011/2012 school year. J. Tyler has been elected as up-coming president. 48 people showed up for the meeting. The founders are seniors who were in a care accident caused by a drunk driver. They will have a float and booth for Carson City Frontier Days.

X) Enforcement Emphasis – Goal 6

- A) Nothing new to report

XI) Planning Action – Goal 7

- A) L Q. Lincoln and N. Sower will attend the next leg of the CADCA training in Pennsylvania. There is homework that is expected of them from the Coalition that N. Sower and L Q. Lincoln will take back to the next training session.
- B) J. Kroneck went over the ROSC (Recovery Oriented System of Care) process, and invited everyone to be a part of the planning process June 1. He also asked that anyone who has not filled out the Community Scan to please do so as soon as possible. An invitation will be sent out to invite all members – again - to be part of the process.

XII) Next Meetings –

- MCPUD Meeting – June 24, 2011, 9:00 am United Lifestyles office in Greenville.
- TFM – July 12, 2011, 1:30pm – Jodie's house
- DFM Governing Board Meeting – August 17, 2011, 9:00am Life Guidance office, Stanton

XIII) Meeting Next Steps

1	Members will look at the website for suggestions for P. Spittka.
2	L Q. Lincoln will send J. Cordray the list of municipalities that have and have not yet signed the Community Resolution.
3	L Q. Lincoln will get brochures to J. Tyler.
4	Members will be thinking of how they most want to be involved with MCPUD.
5	L Q. Lincoln will put together list of taskforces with roles, responsibilities and types of involvement.
6	L Q. Lincoln will send 4-H conditional approval letter for their youth grant.
7	L Q. Lincoln will put together a proposed meeting calendar.
8	L Q. Lincoln will continue to work on getting people for expo dates.