



# Muskegon Alcohol Liability Initiative

## MINUTES

**DATE:** January 8, 2016  
**TIME:** 8:00 a.m. – 9:00 am  
**PLACE:** Johnny O. Harris building, Training Rm. 119, 97 E. Apple Avenue, Muskegon, MI 49442  
**ATTENDED:** D.J. Hilson (Prosecutor's office); Bryan Rypstra (FTPD); Lori Sinclair (NSPD); Michael Poulin (Sheriff's office); Roger Squiers (WPD); Sarah DeLaRosa (M&RS); Greg Helmer (Mona Shores Middle School); Jared Passchier (NSPD); Travis Bolles (WPD); Andy Rush (MPD); Brandon Poel (NSPD); Jon DeMol (PHMC); Greg Poulsen (MSP); Bob Jakubowski; Rick Johnson (MNP); Tom Schultz (Tyler Sales); Marvin Petty (MHPD); Laura Fitzpatrick (HP); Rachel McCoy (HP); Helen Sherman (HP)- recorder

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**Welcome and Introductions** The meeting was called to order at 8:03 am. Introductions were made.

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**Approval of Minutes** Minutes for the meeting held in December will be sent later.

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**Election of Muskegon ALI Chair for 2016** D.J. Hilson welcomed nominations for the next Chair of ALI. Capt. Poulin nominated Officer Jared Passchier. The nomination was approved by acclamation. Officer Passchier accepted the Chairmanship of the Coalition, and conducted the remainder of the meeting.

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**Retail Education** **E-Cig:** Rachel reported that that Missy will be mailing out a list of the e-cig shops to each jurisdiction and Chiefs. Any changes should be made and the list sent back to either Missy or Rachel. Further information will be available regarding the ordinance, prior to the E-Cig Retail Education Packet distribution.  
**Alcohol:** The education packets will continue to be delivered to retailers this year. Captain Michael Poulin, Bob Jakubowski, Jon DeMol, and Officer Lori Sinclair were among those who volunteered to help put the packets together in February. Tom Schultz will order the books.  
**TIPS and TAM Update:** Jon DeMol reported that he trained a total of 226 individuals in 2015. TIPS has a university program for college students, and Jon was able to train all the residence life staff from all campuses of Baker College. Jon teamed up with Jared Passchier to do all the Blarney Castle store staff for Ottawa, Muskegon and another Northern County store. 80-85% of training is done on retailer premises. Classes can now be taken online. Trainings for Muskegon County residents are free, \$16 for out of county trainees. Tom Schultz reported that TAM trained about 100 individuals in 2015.

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**Enforcement Budget Overview Update** Captain Michael Poulin reported that the Coalition budget has been decreased by 40% across the board. The Coalition has to prioritize and determine what direction it wants to take as far as the budget is concerned. Michael proposed eliminating the funding for Party Patrol itself, though not an elimination of the program. Between partnership with Silent Observer, awareness of parents and kids that information is available and the system is working. Some agencies use the Party Patrol money for prom season, and Michael suggested that ALI would pay for the presence of one officer at any prom, additional support will be provided by the departments. Michael noted that other agencies would respond if there was a need for support in any particular area. Tom noted that the Chamber of Commerce has money allocated for Silent Observer. Laura also noted the cuts were due to completion of the two grants, but the Health Project continues to look for new funding opportunities with great confidence.

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**Mercy Health Communications** Michelle Bierman, Mercy Health E.R. Director, gave an update on several emerging projects, including the Sobering Center, updates on the SBIRT program, and statistics on

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Emerging Health trends including heroin related incidents. She and DJ continue to work on communication efforts at the hospital. D.J. thanked Michelle for providing this information and for her efforts.

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**ALI Social Media Campaign**

Officer Jared Passchier provided an update on the campaign and a poster campaign was discussed. The concept that students would take "selfies" of themselves doing something positive was already being utilized, unsuccessfully, so they are rethinking the campaign format. Mona Shores leadership team came up with the idea, and they are planning to visit other leadership teams in other schools to share the idea with them. Students liked the idea of a poster contest; Rachel elaborated on the plans. Each school will create their own poster contest to represent their school. The posters would be then put on social media for voting. The grand prize winner will have their own poster on a billboard, with other various projects. 10,000 Face the Book brochures are being printed and will be included in school packets with information on the poster contest and how the brochure information can be utilized.

The next meeting will be held on Wednesday, January 13, 2016 at 2:00 pm at the Norton Shores Police Department.

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**Policy Update**

Rachel reported that Talk Sooner wanted to do a billboard campaign. This would take place during the Spring Season. The focus would be on providing information to parents on how to talk to kids about marijuana and other drugs. Rachel distributed information about recently passed Bill, SB571. This prevents public bodies from distributing information on ballot proposals for 60 days before an election. This would apply to our information about the issue of medical marijuana which will be on the November ballot. Laura reported on discussions with legislators and the Four-Tier seed to sale plan for medical marijuana. D.J. expressed concern about the THC levels in edibles, for which there is no regulation. THC free oils for medical purpose are being produced in Fruitport.

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**Other Good and Welfare**

Officer Jared Passchier reported on the Ride with Pride car is ready to be brought to Mona Shores for assembly. They are expanding the Ride with Pride program, with modifications, into the elementary schools. He hopes other districts will implement the program.

Greg Helmer, the Principal from Mona Shores Middle School expressed thanks to the Coalition for all the great work they are doing with students and in the schools. This type of pro-active energy brings good things to the schools in dealing with drugs and alcohol. He noted that Mona Shores has fewer issues with students since this program has been introduced.

Rachel and Laura will work on creating a "mini-grant" for members of the coalition to be used in their school outreach, during Alcohol Awareness Month.

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**Next Meeting**

Next meeting will be on Friday, February 12, 2016 at 8:00 am at Conference Room 1503 at the Hackley Campus, 1700 Clinton Street, Muskegon, MI 49442

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