

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: May 13, 2016 from 8am-9am

WHERE: Meeting Place, Baker College – Quarterline Rd., Muskegon, MI

CALLED BY: Chair, Officer Jared Passchier

RECORDER: Rachel McCoy

ATTENDEES: Jared Passchier (NSPD); D.J. Hilson (Prosecutor); Bill Regan (Baker College); Jon DeMol (PHMC); Brandon Poel (NSPD); Rick Johnson (Montague PD); Sarah De La Rosa (M&RS); Marvin Petty (MHPD); Dan Stout (Sheriff); Andy Rush (Muskegon PD); Bryan Rypstra (Fruitport PD); Tom Shultz (Tyler Sales Co.); Kurt Cox (MLCC); Amanda Nye (MLCC); Roger Squiers (Whitehall PD); David Boone (R.P.P.D)

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Call to Order – Jared called the meeting to order and introductions were made. Members approved the minutes from the April meeting.

Budget – Rachel indicated that because there were no Alcohol Mini-Grant submissions for ALI, \$3,000 was left for consideration. City of Muskegon and Norton Shores PD turned in written proposals for ALI initiatives that departments wanted to continue for this fiscal year. \$1500 was awarded to City of Muskegon and \$1500 was awarded to Norton Shores PD which will provide funding for (1) compliance checks (2) prom prevention support (3) party patrols for end of year or graduation.

STOP Act Grant Program - Officer Passchier and Rachel reported that the STOP Act Grant was submitted on time to provide \$50,000 per year (4 years) to support the replication of the Ride with Pride Program for school districts that are utilizing the positive reinforcement efforts in their high schools. Jared asked the committee on branding ideas for the expansion of Ride with Pride. The committee decided that keeping the message consistent with the Sailors Ride with Pride would be easier to brand. Each school would adopt the Ride with Pride brand name and logo, but use their own school logo to personalize it. Example: Rockets Ride with Pride.

Final Invoices - Rachel also asked that all final invoices for the compliance checks are turned in to Laura Fitzpatrick at the Health Project by June 15th.

Law Enforcement Update – Compliance checks are almost completed. The final numbers should be turned into Rachel at the Health Project so a press release can be completed, releasing the final numbers of each jurisdiction. Jared reminded enforcement agencies to complete their compliance checks within May and to send letters congratulation those who passed.



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Agencies were also reminded that Muskegon ALI will be submitting ONE press release reference to the Muskegon ALI funded compliance checks. Agencies are asked not to submit a press release after the completion.

Prom is all wrapped up for the 2016 school year. Party Patrol and Silent Observer had a news article done by WZZM about the initiatives. Tom Shultz reported that he is looking for donors for the upcoming marketing campaign for Silent Observer and Party Patrol, which will roll out in July-August and August-September. August and September will focus on Party Patrol. New banners and possibly foam fingers for schools will be provided for the 2016 year. Rachel is to collaborate with Laura for funding to help support this Marketing Campaign and Advertising. Tom Shultz will provide Rachel and Laura with a budget and a proposal.

2016 Alcohol Awareness Marketing Campaign Update –

Rachel thanked police officers from the Sheriff's department, City of Muskegon, Norton Shores Police, and Muskegon Township for going into the schools and Presenting each student a \$25 gift card and certificate for participating in the 2016 Muskegon ALI Billboard Contest. Jared stated that Michael Poulin will be presenting the \$25 gift card to the Mona Shores participant at the 2016 Ride with Pride assembly that day.

Scavenger Hunt – Sarah De La Rosa reported out that over 16 students participated in the social media scavenger hunt even though there was not a lot of participation. Sarah stated that we can try new ideas next year and really push the online scavenger hunt in other ways.

School Outreach – Tom Shultz reported that Bob Anastas spoke in front of 8th graders at Fruitport Middle School and it was very well received.

Ashley's Dream - Jared stated that Ashley's Dream went very well at Mona Shores High School. Ashley is a young girl who was hit by a drunk driver. Her story is told by her father and raises awareness of the dangers of drunk driving.

Ride with Pride Update – Mona Shores Ride with Pride is taking place Friday, May 13th at 1pm. Everyone is invited. Guests should arrive at 1:10pm at Mona Shores High School and the event will take place at 1:45pm.



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Other Good and Welfare – Rachel reported that MAMDP had their biggest take – date on April 30th at Norton Shores Fire Department. Over 2,500 lbs. of medications were disposed of and over 1500 lbs. of sharps were collected. Overall, 22,768 lbs. Overall Medication Collected (over 11 tons), 6,659 lbs. Retail Pharmacy Collected, 5,409 lbs. Law Enforcement

Boxes, 5,010 lbs. Sharps Collected. MAMDP has their new website which can be found at www.mamdp.com. Jared had stated that there have been people asking on where to dispose of E-cig Liquids and containers. It was recommended for E-cigs to be brought separately for safe disposal.

Andy Rush reported that he has been promoted to Lieutenant and a replacement will be filling in for him on Muskegon ALI soon. Congrats Andy! We wish you the best.

<u>NEW ACTION ITEMS</u>	<u>RESPONSIBLE</u>	<u>DUE DATE</u>
Tom Shultz to send proposal and budget needs to Laura And Rachel for the Silent Observer/Party Patrol Campaign.	Tom/Rachel	May 20, 2016
Rachel to create press release for completed compliance check results.	Rachel	May 30, 2016
Jared and Norton Shores Police to work with MAISD and other jurisdictions for the replication of Ride with Pride	Jared Passchier/ Laura/Rachel	June 10, 2016

Next Meeting Date: Friday, June 10, 2016 from 8am-9am at Baker College

