

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: April 8, 2016 from 8am-9am

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

CALLED BY: Chair, Officer Jared Passchier

RECORDER: Laura Fitzpatrick

ATTENDEES: Jared Passchier (NSPD); D.J. Hilson (Prosecutor); Bill Regan (Baker College); Jeff Lewis (MCPD); Brandon Poel (NSPD); Rick Johnson (Montague PD); Sarah De La Rosa (M&RS); Kurt Cox (MLCC); Amanda Nye (MLCC) Jason Carlson (MDOC); Jon DeMol (PHMC)

MINUTES

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

Budget – Laura indicated that the mini-grant opportunity developed for this year did not have any applications, although some schools were interested. She asked for recommendations on how to spend the \$3,000 in funding provided by Mercy Health's Community Benefit to be used prior to June 30, 2016. Members recommended that all jurisdictions be allowed to submit proposals for to a committed by April 22nd for supporting the following activities of their choosing. (1) compliance checks (2) prom prevention support (3) party patrols for end of year or graduation. Members will also discuss at the upcoming COPS board meeting.

Retail Education – The retail education packets have been distributed throughout Muskegon.

Compliance Checks – Agencies have started their decoy operations. The City of Muskegon performed the checks with only one fail and the City of Norton Shores with no fails. Jared reminded enforcement agencies to complete their compliance checks within April and to send letters congratulation those who passed. The group affirmed sending out one press release on May 1st.

MLCC Collaboration -Kurt Cox and Amanda Nye of the Michigan Liquor Control Commission (MLCC) discussed opportunities to collaborate with the MLCC including communication regarding compliance checks, possible source investigations on over selling, and policy changes. Amanda discussed the new provisional licensing established for new licensees that may be of interest to other agencies. Health Project staff will send the data base to Amanda on a regular basis, invite the staff to ALI meetings, and have ongoing communications regarding enforcement and policy changes from MLCC.



MEETING MINUTES



Mercy Health's SBIRT Update - Laura indicated that the Screening, Brief Intervention and Referral to Treatment (SBIRT) program will be launched on July 1. The Mercy Health social care team will provide the brief intervention and Mercy Life Counseling providing aftercare treatment. Laura also reported the Sobering Center proposal is still in the works and is moving forward. She thanked ALI for participating in the efforts to have a comprehensive continuum of care for Muskegon County.

ALI Marketing Campaign Update – Office Passchier and Sarah De La Rosa made a presentation on the Don't Lose Yourself billboard campaign which was very well received. Several schools participated with 52 posters entered with the winning entry from the Oak Ridge School District. Sarah showed members the certificates of appreciation for those winning entries for each district which will be distributed in the next few weeks. Members also discussed some of the barriers for the social media scavenger hunt campaign that includes spam and Facebook 'booster' prompts for any page that goes viral.

Ride with Pride Update –The Mona Shores Sailor Pride assembly will be of Friday, May 13th in the afternoon with ALI members encouraged to attend. Laura discussed a new grant opportunity the Sober Truth on Preventing Underage Drinking (STOP) proposal that she would like to apply for on behalf of ALI. Due on May 10th, she made recommendation to replicate the Ride with Pride program for school districts that are utilizing the positive reinforcement efforts in their high schools.

Alcohol Awareness Month Activities

- Bob Anastas will be speaking in Muskegon April 21st at area middle schools.
- Ashley's Dream will be speaking at Mona Shores High School and North Muskegon High School at 1pm on April 18.

OTHER NOTES & INFORMATION

The Muskegon Area Medication Disposal take back event will be held on Saturday, April 30th at the Norton Shores fire department on Pontaluna Road.

NEW ACTION ITEMS

	<u>RESPONSIBLE</u>	<u>DUE DATE</u>
Laura to send compliance check data base to Amanda Nye and invite LCC staff to ALI meetings.	Laura / Helen	April 8, 2016
Laura to send out email regarding police agency proposals for use of \$3,000.	Laura / Rachel	April 8, 2016
Brandon / Jared to organize funding committee meeting the week of April 25 th to determine funding.	Jared Passchier/ Brandon Poel	April 22, 2016

Next Meeting Date: Friday, May 13, 2016 from 8am-9am at Baker College



**Muskegon Alcohol
Liability Initiative**

A COALITION OF
HEALTH PROJECT

A COMMUNITY BENEFIT MINISTRY OF  MERCY HEALTH