

MEETING MINUTES

MEETING TITLE: Knowsmoke Coalition

DATE & TIME: Monday May 23, 2016 9:30-10:30 am

ATTENDEES: Cyndi Powers (MCHP); Cinti Mwangu (Public Health); Timmy Smith(ccwestmi); Joy Evans(HCC); Rodger Starring(GE Aviation); Rachel McCoy(MCHP)

Welcome and Introductions – Cyndi called the meeting to order at 9:05

Approval of Minutes – April Meeting Minutes were approved by all coalition members present.

2016 Knowsmoke Zombie Walk – Coalition members are working with the Youth Advisory Committee (YAC) to insure that this year's Zombie walk is youth driven. Cyndi was at MHS and advertised to the kids about the walk and showed the promotional trailer to get students interested. Students that were in the video where in the class. Cyndi emailed all the students the link to the video and suggested that they share it on their FB pages. Joy would like member to bring the venue ideas back to the youth and to keep in mind that if the venue is too far away from the student's homes there will be problems with transportation. We want to make sure this is a community event. Members suggested that we keep in mind that we want good exposure and traffic flow. Coalition members agreed that our role is to "guide" the youth on making decisions but to also allow them to have a voice. Coalition members will bring all ideas and details to discuss with the youth at the next YAC meeting and will work with the YAC students throughout the summer. Joy mentioned dates/time that would work and will help to develop a schedule we can all work with. Coalition members will provide lunch. It was decided that the YAC students will combine the final meeting with the community to introduce the 2016 Zombie Walk. Notifications of the meeting will go out via mass email and the HP newsletter and webpages to notify the community

Budget- Coalition members suggested that we develop a budget team that will find funding to support the operating budget of the 2016 Zombie Walk. The team would suggest possible fundraising opportunities etc. Cyndi & Missy submitted a request for \$1,000 to Tobacco Free Michigan (TFM) to support the walk. A letter of request was developed to submit to the Community Foundation for Muskegon County as well.

Tobacco 21 Update –Coalition members signed/faxed the resolution in support of the Tobacco 21 resolution which is to support the legal smoking age to increase from 18 years old to 21 years old. Study show that if they raise the age to 21 there is less chance that they will become long term addicted smokers. Missy emailed Angela Clock at TFM to ask how we can support this movement as a coalition and what are our next steps

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Knowsmoke video developed by Revel Marketing- The new Knowsmoke video was shown at the Quarterly Drug Free Community meeting with positive response. The video will be shared with community members such as Mercy Health, HCC, MFC, Secretary of State office, MCC, Baker College, Head start, Muskegon Airport, Holiday Inn, other coalition such as All, Amp UP, MAMDP, the Johnson Cancer Center and Access Health to share on social media.

Knowsmoke Webpage- Revel Marketing will change the existing Zombie Walk webpage and convert it to the Knowsmoke webpage that will focus on all the Knowsmoke achievements and coalition information and have the Zombie Walk as a "tab" under this website.

Next Meeting: June 27th at 9:30-10:30 at the Coffee Factory Muskegon, 930 Michigan Ave, Muskegon, MI 49441