

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: January 20th, 2017 from 8am-9am

WHERE: Meeting Place – Baker College

CALLED BY: Jared Passchier

RECORDER: Rachel McCoy

ATTENDEES: Bob Jakubowski, Roger Squiers (WHPD), Jon DeMol (PHMC), Tom Shultz (Tyler Sales), Joel Engel (Behavior Health), DJ Hilson (Pros), Sarah De La Rosa (M&RS), Ashley Westerlund (MAISD), Travis Bolles (WHPD), Jason Carlson (MDOC), Sandra Klein Horsman (MLC), Michael Pyne (HealthWest), Bill Regan (Baker), Dave Boone (RPPD), Greg Helmer (Mona Shores), Scott VanWylen (NSPD), Jeff Lewis (MCPD), Jon Gale (NSPD), Senator Geoff Hansen, Chief Dave Wypa (MTPD), Michael Poulin, Shane Brown (Sheriff's Office), Martin Miller (MSP)

Call to Order – Officer Passchier called the meeting to order at 8:10. Introductions were made with special recognition for Sheriff Michael Poulin and Muskegon Township Chief of Police, and Senator Geoff Hansen. November meeting minutes were approved.

ALI Budget Overview

Laura Fitzpatrick reported on the Muskegon ALI Budget and expectations of spending before the end of the hospital fiscal year (June 30th). ALI receives \$12,000 through a SAMSHA/Partnership for Success grant for Decoy Operations and Compliance Checks. Compliance checks are completed through in-kind donation but the Health Project will reimburse you for Decoy Ops and Party Patrol if an invoice is mailed to Laura. \$2,000 is in the budget for Party Patrol Law Enforcement, roughly \$4,000 for the FaceTheBook campaign, \$3,000 for Ride with Pride Replication. \$10,000 of ALI budget is given by the hospital's Community Benefit, which needs to be spent by June 30th. Laura is looking for a volunteer to do Compliance Check finances for the agency funding piece. Jon Gale volunteered Brandon Poel from NSPD.

To-Do

- **Brandon Poel was voted to keep track of agency finances for 2017 Compliance Checks.**

Mona Shores Ride with Pride Update

Officer Passchier reported that the Mona Shores Elementary Ride with Pride mid-year assembly will take place in a couple weeks. A social media contest for a chance for winners to receive gift cards was created and re-tweeted by WZZM, which helped increase participation in West Michigan. The High School Ride with Pride is going well. A 2000 Toyota Camry was donated by Ramos. Jared thanked them for the donation and delivering the car.

Officer Passchier asked Muskegon ALI members to approve an extra \$400.00 to purchase more banners for Mona Shores. The motion was supported and approved.



**Muskegon Alcohol
Liability Initiative**

A COALITION OF
HEALTH PROJECT

A COMMUNITY BENEFIT MINISTRY OF MERCY HEALTH

MEETING MINUTES



Orchard View Ride with Pride Update

Chief Wypa stated that Ken Sanford will still be assisting with Orchard View's Ride with Pride. The committee has a meeting next week where Wypa will be updated on the program. Ashley Westerlund stated that Fruitport is in their 1st year of implementation of the PBIS. Fruitport and North Muskegon have both expressed interest in implementing Ride with Pride in the Fall. Ashley said she will provide proper contact at Fruitport for committee to reach out to.

FaceTheBook Committee Update

Sarah De La Rosa reported that the contest has officially been rolled out via social media and in the schools. Mona Shores Leadership Class assisted ALI in meeting with the both middle and high school principals. ALI members also met with principals from middle and high schools to discuss contest details at MAISD's monthly Principals Meeting. Emails have been sent specifically to art teachers with hopes of them assigning contest as classroom assignment. Letters have been sent out via MAISD mailboxes to every middle and high school principal in Muskegon County. MAISD has agreed to help us spread the word via social media. While the contest has been well received by all, so far only Oakridge high school announce participation in the ALI Billboard Contest. An art teacher made it into an assignment for both her middle and high school students with over 120 students participating. The committee is happy with their early roll out date and hopes to work on other promotional tactics.

Silent Observer/Party Patrol Update

Tom Shultz reported that members and the Chamber of Commerce Silent Observer team met to discuss a comprehensive campaign that would include introduction of the new App and messaging for both ALI and AMP efforts. The new app is more user friendly and has a new tracking option on their website. This three tiered approach will first introduce the new app, provide information on the party patrol in April for alcohol awareness month, and marijuana/illicit drug use in the fall. Members of the media team will report back on the campaign which will use MiPHY data to support the campaign which could include a press release, videos, PSA's, billboards, sporting event specific incentives and announcements, and social media. Tom requested \$4000 from the ALI budget, the motion was supported by DJ Hilson. The motion was approved.

Retail Education 2017

Rachel McCoy presented on a new folder design for 2017 Retail Education materials. She asked for suggestive edits be made to the phrasing located on the interior of the folder. Suggestions mentioned were to change the color to a brighter yellow and to change the phrase "Selling alcohol to a minor is a misdemeanor" to "Selling alcohol to a minor is a crime". "Don't serve the product or place it on the counter before asking for the customer's I.D. This is considered a sale in the eyes of law enforcement" to "eyes of the law".



MEETING MINUTES



Pass/Fail Decoy Operations Press Release

Officer Passchier stated that a press release was not completed for last year's compliance checks and he asked the group if a press release should be done to highlight the retailers that have passed and the four retailers that did not pass in Muskegon County. The group agreed that others will ask who the retailers were that did not pass their compliance checks, so it would be a good idea to also include those retailers in the press release.

To-Do

- Health Project staff and Chair schedule meeting to work on press release.

Work Plan Review

Laura Fitzpatrick stated that each coalition's work plan needs to be completed by June. Muskegon ALI determined that May's meeting will focus on updating the work plan. This is a chance for the coalition to bring forth any new ideas or projects that the coalition should support. Voting for new chairs will take place in May meeting.

Other Good and Welfare

City of Muskegon Grant - Chief Lewis announced that the City of Muskegon has a very good chance of receiving a \$58,000 grant to oversee medical marijuana operations and oversight. This is a county-wide grant and will provide oversight of all growers, dispensaries, etc.

Safe Rides and Bob Anastas - Tom Shultz reported that on New Year's Eve, Safe Rides gave 257 rides to those in need. Bob Anastas will be at Muskegon Heights and Western Michigan Christian on April 27th to speak.

DFC Grant – Laura stated that a DFC grant application was sent out and it is worth over 1 million dollars. Laura volunteered to assist anyone interested in applying. The application is due in March.

Next Meeting will be held on February 10th at Baker College from 8am-9am.

