

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: August 12th, 2016 from 8am-9am

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

CALLED BY: Co-Chair – Jared Passchier

RECORDER: Rachel McCoy

ATTENDEES: D.J. Hilson (Prosecutor); Bill Regan (Baker College); Jon DeMol (PHMC); Rick Johnson (Montague PD); Sarah De La Rosa (M&RS); David Boone (R.P.P.D); Bob Jakubowski; Tim Bahorski (MCPD); Michael Poulin, Brandon Poel (NSPD), Greg Poulson (MSP), Tom Shultz (Tyler Sales), Tom Schmiedeknecht (Pro Med), Jennifer Bustard (Mona Shores High School)

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Call to Order – The ALI chair, Officer Passchier called the meeting to order at 8am.

Introductions were made. Minutes from June's meeting were approved.

Budget 2016/2017 Fiscal Year

Rachel McCoy discussed the new fiscal year budget stating that the Health Project had increased the Community Benefit Budget last year. After looking at the MiPHY data for this year, Health Project staff noted changes that the Muskegon ALI group might want to take a look at before they do their yearly planning.

- **Decoy Operations** - The group discussed continuing the Decoy Operations and if it was still necessary. Jennifer Bustard and Michael Poulin stated that if the coalition were to stop the Decoy Operations then the numbers could rise again. The group decided to continue with our yearly Decoy Operations in order to maintain and continue to lower the number of youth trying to obtain alcohol at retailers.
- **Work Plan** - Officer Passchier and Health Project staff indicated that the group could focus on a couple strategies in the work plan that the group hasn't in the past. One of the strategies included educating adults and parents about not providing to youth. DJ Hilson spoke about parent education in schools. Bob Jakubowski stated that the age of onset use of alcohol is 13 years old and it may be beneficial to reach that age group and focus on parents. DJ Hilson stated that open houses, parent teacher conferences, and football games are great places to start reaching parents. Jennifer Bustard mentioned presenting at the Principal meetings for middle school and high school.
- Social Norming was mentioned as a possible campaign idea. College social norming campaigns are successful, but they have not been done in Muskegon County as of yet. Brandon Poel stated that it's more of a social norming campaign with parents because parents see what other parents are doing and they think it is okay, or parents think



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"my parents gave me alcohol when I was young so it must be okay".

- Tom Shultz stated that the Marketing Committee could pick a couple middle schools out to pilot the strategy and see how it goes from there. Brandon Poel mentioned reaching middle school youth with social media as well.

2016/2017 FaceTheBook Marketing Committee – The committee decided to continue with Facethebook brochure to be distributed to every school district and to promote the yearly contest. Members had many ideas on how to promote this year's campaign including whether or not to include the Billboard Contest. Sarah De La Rosa stated that the committee met in July to discuss possible campaigns and this year, the committee should focus on middle schools and high schools. The winner in middle school could win a pizza party and the winner in the high school could win a bigger. Jennifer Bustard mentioned that designating a teacher in every school to build participation in their own school and suggested talking to the principals to ask them "who would get fired up about this?"

- Tom Shultz mentioned providing Family Talk brochures to the Marketing Committee to pass out during school outreach.

To - Do

- Marketing Committee to meet on September 1st at 10am at NSPD to discuss campaign ideas and educating parents in middle/high school events.
- Muskegon ALI to contact principals to get name and contact for designated teacher.

Party Patrol – Tom Shultz stated that Party Patrol banners could be made to promote ALI and Silent Observer at football games. Party Patrol could have billboards displayed in April for Alcohol Awareness Month and Silent Observer would have billboards displayed in May. Muskegon ALI could fund the billboards in April. School promotional items were discussed. Last year, Muskegon ALI provided each district with foam fingers to pass out to students at football games and basketball games. ALI could seek extra funding to possibly have more foam fingers or thunder sticks made.

To – Do

- Tom to provide Jared and Rachel with Banner artwork for approval. – Done
- Tom to provide Marketing Committee with Family Talk brochures for printing.
- Health Project staff to contact Randy at MAISD to present at Principal Meetings.



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School Outreach –

- **Alcohol Collegiate Awareness Week** - Bill Regan announced that Baker College will be hosting a week long Alcohol Collegiate Awareness Month with different topics/themes each day. An update with MCC will be discussed at the September Muskegon ALI meeting. Tentative dates are October 17th - 21st.
- **Ride with Pride Replication Update** – Orchard View is planning their first year of the Ride with Pride. The group stated that they would like to keep the name universal with their school mascot "Cardinals Ride with Pride". Ken Sanford, Laura Fitzpatrick, Officer Passchier, Dan Bolhuis, Jennifer Bustard, and Jackie Hallberg met to discuss logistics. Their next meeting is scheduled August 25th at Orchard View to finalize logistics.
- **HealthWest Love Michigan Event** – HealthWest community Health, Wellness, and Recover event is taking place August 18th from 12pm-2:30pm in Hackley Park. A Muskegon ALI booth will be present.

Other Good and Welfare –

- Jennifer Bustard welcomed all community members to the **Sailor Salute Military Appreciation Night** at the Mona Shores football game on Sept 1st as a way of giving back to area servicemen and women. Area police, fire, and emergency responders will be honored as well at the event. Please contact Jennifer Bustard at Mona Shores High School for more info.
- **The Muskegon Area Medication Disposal Program (MAMDP)** announced they are coordinating the next time back event which will take place October 22nd from 9am-1pm. Location – TBA. Stay tuned by visiting their website: mamdp.com
- **KnowSmoke Coalition** welcomes all community members to the Aug 31 community meeting from 1-2:30 at the Lakeshore Chamber of Commerce. 2016 KnowSmoke Zombie Walk will take place October 15th in Hackley Park. Please visit Knowsmokezombiewalk.com for more information.
- DJ Hilson announced that the DEA decided to still classify marijuana as a class 1 drug. It is labeled in the category with heroin and opioids.

Next Muskegon ALI will take place on September 9th at Mercy Hospital Hackley Campus, Conference Room 1503 from 8am-9am.

