

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: September 15, 2017 from 8am-9am

WHERE: Meeting Place – Baker College

CALLED BY: Shane Brown (Sheriff's Office)

RECORDER: Laura Fitzpatrick (Health Project)

ATTENDEES: Shane Brown (MCSO), Sarah De La Rosa (M&RS), Bill Wright (Baker), Rob Rogers (Fruitport HS), Stephane Vanderkooi (LRE), Jennifer Bustard (MSHS), Tim Bahorski (Muskegon PD), Tim Thielbar, David Wypa (MTPD), Jon DeMol (Public Health), Jared Passchier, Scott VanWylen (NSPD), Roger Squiers (WHPD), D.J. Hilson (Prosecutor), Tom Schultz (Tyler Sales)

Call to Order – Lt. Shane Brown called the meeting to order at 8:05am. Introductions were made. August minutes were approved.

Media Committee Update

Sarah De La Rosa reported on the Media Committee who will be meeting on September 18th to finalize the Collegiate Alcohol Awareness week media and work on the annual student campaign. to hold another billboard contest this year. They will continue the billboard contest and FaceTheBook brochure will have to be updated as there were new laws. Sarah also reported that they had a great turnout at the Jayhawk Frenzy Informational Fair on August 29th.

Ride with Pride Update

Orchard View High School

Chief Wypa reported that Orchard View is having an assembly to kick off Ride with Pride Program.

Mona Shores District

Office Passchier that pledges were passed out at Mona Shores Ports of Call at the Middle school and an assembly was held on Monday.

Fruitport

Rob Rogers reported that they have secured a car from Johnson Auto in Fruitport. They are rolling the project out as part of the homecoming assembly on October 6, 2017 where they are displaying the car. Rob asked how to work with Revel on the signage and Laura said she would connect him with Don at Revel.

Western Michigan Christian School

Jarred reported that they have secured a car from Meyer Chevrolet in New Era the pledge will go to every middle and high school student.

Members discussed ensuring that each school's efforts was featured in the Facethebook site and were asked to post or send to Rachel to post to facebook.



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Long Term Strategic Planning

Laura distributed the DFC's draft of the long term strategic plan that incorporated previous strategies as well as a new emphasis on college age young adults.

Alcohol Goals & Objectives

1. Decrease the percent of college students that report binge drinking in the past two weeks by 38%.
 - a. Decrease the % of young adults age 21-25 who report they have provided alcohol to someone under the age of 21 in past year.
 - b. Decrease the % of young adults that report having used alcohol in the past year because of stress, depression or anxiety.
 - c. Increase the % of young adults that correctly identify problems drinking levels.
 - d. Raise awareness of the consequences of getting caught drinking among young adults age 21-25.
2. Sustain reductions in high school student reporting recent uses of alcohol at 18.6% or below.
3. Sustain reductions in high school students who report riding with a driver who has been drinking at 12.2% or below.

Members agreed on the goals, objectives and strategies that were suggested. Additional prioritization and annual action planning will be done to incorporate the new goal and objectives into ALI's plan.

Silent Observer

Tom Schultz indicated that the campaign results were good with Revel indicating there was an additional \$1,100 dollars left in the campaign. There will be an upcoming meeting where they can decide where opportunities for community engagement remain. Suggestions included permanent signage, a video or door hangers.

Party Patrol

Tom Schultz printed the banners which were available at the Health Project with remaining banners brought to the meeting for pick up. Sports announcement scripts were distributed to the various members to be used at the schools.

Collegiate Alcohol Awareness Week

Collegiate Alcohol activities will be held at MCC on Wednesday October 18th and Baker College on Tuesday, October 17th and will include driving simulators, social media and graphic displays. The media committee has come up with a new concept that they will be launching.

Other Good and Welfare

The next Medication Take Back will be at the Muskegon Fire Department on October 28th.

Next Meeting will be held on October 20th at Mercy Health's Hackley Campus from 8am-9am.



**Muskegon Alcohol
Liability Initiative**

A COALITION OF
HEALTH PROJECT

A COMMUNITY BENEFIT MINISTRY OF  MERCY HEALTH