

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: March 16, 2018 from 8am-9am

WHERE: Baker College – The Meeting Place

CALLED BY: Chair, Shane Brown (Sheriff's Office) and Co-Chair, Sarah De La Rosa

RECORDER: Rachel McCoy (Health Project)

ATTENDEES: Chief Boone (RPPD), Bryan Prindle (MUPD), Jared Passchier (NSPD), Tom Schultz (Tyler Sales), Jon DeMol, Missy Gallegos, and Danielle Hoekwater (Public Health), DJ Hilson (Muskegon County Prosecutor), Rita Dooley (MDOC), TPR. Marty Miller (MSP), Eli Fox (Muskegon CC), Senator Geoff Hansen (MI Senate), Dave Nelson (NMPD)

Call to Order – Lt. Shane Brown called the meeting to order at 8:10am. Introductions were made. February meeting minutes were approved by Officer Prindle and seconded by Prosecutor, DJ Hilson.

Media Committee Update – Officer Passchier (NSPD)

Officer Passchier updated the committee on the billboard and poster contest. The designs are due March 16th and will be posted on the Facethebook Muskegon Facebook page for open community voting until March 30th. The selected design will be announced on March 30th. By the next Muskegon ALI meeting, the committee will have announced the winner. Committee members will be invited to the celebration at the cinema carousel in April. So far, 6 high schools and two middle schools have submitted their poster designs.

Alcohol Awareness Outreach/Education Ideas - Discussion

The committee discussed ways to promote messages such as "Safe Summer", "Prevent. Don't Provide" to graduating classes, and during Alcohol Awareness Month to high schools. A "County wide tour" could be established at each school in the county. Every jurisdiction may have drunk goggles, or an activity youth can partake in during the lunch hour to win an incentive. Muskegon ALI can distribute FaceTheBook brochures, etc. Senator Hansen advised the committee to purchase ALI swag, so students are engaged. Health Project staff stated that other coalitions in Michigan have done safe prom initiatives where flyers/stickers are put on windshields of every car. Eli Fox stated that Muskegon Community College could promote the message of "Don't provide to graduating class. Have a safe summer". This could be done by displaying messaging on fans or foam fingers. A majority of the graduating students are under 21 years old. Officer Passchier invited Health Project staff and Muskegon ALI members to the next monthly school resource officer meeting at Orchard View High School on March 29th from 1pm to 2pm.

To-Do

- Muskegon ALI members to discuss marketing ideas with Revel marketing.
- Muskegon ALI members to meet with school resource officers at monthly meeting.



**Muskegon Alcohol
Liability Initiative**

A COALITION OF
HEALTH PROJECT

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Alcohol Server Training - Discussion

Committee has discussed finalizing the online training for volunteers could take a basic training for people to be serving confidentially at events. Jon DeMol stated that because every jurisdictions has different requirements. Online gives the committee options to work with. Norton Shores PD stated that they have a serving training PowerPoint, to meet the requirement for their ordinance and is good for 3 years. Officer Passchier offered to help develop a training. The city and the NSPD are the only two who have ordinances. County wide ordinances are not that different, and the volunteers can volunteer wherever they want. Tom Schultz recommended that the committee speak to Chris Zart, who manages the Parties and the Park (taste of Muskegon) events, and have a meeting in April. Jon stated that TIPS is recognized by the state, so the person holding it can bartend. Official training to take TIPS, most of the people who volunteer once or twice, could take this online training.

To-Do

- Sub-Committee to be formed to work on online training (Jon, Jared, Shane, and Chris Zart).

Ride with Pride Update

Orchard View High School - Great Lakes Ford is providing a Ford Fusion. Meeting next month to finalize celebration.

Mona Shores High School – NSPD announced their Ride with Pride Celebration date at May 11 at 1pm. Grand prize is the 1998 Ford Mustang V6, and Brock Carlson is on board to donate Moped this year. The Ride with Pride parking spot is a very popular incentive for students. During the week of 4/20, students will witness Fire department and NSPD responding to a drunk driving simulation.

Fruitport High School – Car is currently parked outside for students to view. No set date of celebration.

North Muskegon High School – Officer Nelson asked for Health Project staff to plan another planning meeting with North Muskegon High School staff.

Western Michigan Christian Schools – The Chevy Equinox is currently being displayed outside of the school to students to see.

Other Good and Welfare

The Muskegon Area Medication Disposal Program (MAMDP) will be hosting their next Medication Take-Back Event on Saturday, April 28th from 9am to 1pm at the Norton Shores Fire Department.

AMP Chair, DJ Hilson, asked members of Muskegon ALI to attend the Shattering the Myths reception on 4/19 from 4pm to 6pm at the Muskegon Area Career Tech Center, and the 4/20 event at Orchard View High School from 12:30pm to 1:30pm.

Tom Schultz updated the committee on the Silent Observer campaign and asked



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committee members if agencies needed more door hangers/business card holders. This would be used if a crime were to occur. "Not on my block" messaging is used to encourage neighbors and neighborhoods to report any tips after a crime. Please contact Tom Schultz if you need more - TomSchultz@tylersalesco.com

Next Meeting will be held on April 13th at Baker College from 8am-9am.



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