

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: April 13, 2018 from 8am-9am

WHERE: Baker College

CALLED BY: Co-Chair, Sarah De La Rosa

RECORDER: Rachel McCoy (Health Project)

ATTENDEES: Bryan Prindle and Chad Hoop (MUPD), Dave Wypa (MTPD), Brandon Poel and Scott VanWylen (NSPD), Jon DeMol (Public Health), William Wright (Baker College), Tom Schultz (Tyler Sales), Jennifer Bustard (MSHS)

Call to Order – Co-chair, Sarah De La Rosa called the meeting to order at 8:08am. Introductions were made. November minutes were approved.

Work Plan Discussion (Sticky Note Discussion)

ALI Members reviewed the Work Plan for the 2018 fiscal year and determined 3 strategies that members felt were important to focus on. The strategies selected houses all of the tactics underneath that strategy.

Objective 2: Reduce youth access to alcohol in Muskegon County (Increasing compliance rate by 10%)

Strategy 1: Enhance Responsible Beverage Service in Muskegon County with Community Trials.

Objective 3: Increase accurate perception of youth use of alcohol, risk and protective factors by 5%

Strategy 1: Encourage positive behavior through expansion of Positive Behavioral Intervention and Support (PBIS).

Strategy 2: Educate parents on youth use and how to talk to their children about drinking.

Objective 4: Increase Awareness & Perception of Consequences for Alcohol Consumption by 5%

Strategy 1: Coordinate law enforcement and media awareness regarding consequences during Alcohol Awareness Month – April 2018.

Tom Shultz stated that Christ Zart, who coordinates the Michigan Irish Festival, would be interested in joining a committee to educate volunteers on alcohol server training during festivals.

School Outreach – Committee – 5 Minutes

- **Graduation Messaging**

The committee voted on two different messages for the graduation fans. Fans will be distributed to parents at Muskegon Community College, and other interested Muskegon County Schools. MAISD sent out a survey to Muskegon Area School Principals on whether or not they would be interested in the graduation fans, and 7 out of 9 schools that



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participated would utilize the graduation fans. 1,000 fans would be created and be distributed in early May.

- Have a celebration without intoxication
- Keep our kids safe. Prevent. Don't Provide.

Retail Education/Compliance Check Update

Compliance checks are running smoothly. Norton Shores PD are finished with their retail education, but are looking for decoys. Bryan Prindle (Muskegon City PD), stated that their decoys are more than willing to do compliance checks for other jurisdictions. Bryan can send information out to group to contact the decoys.

Health Project staff noted that the Health Project does not pay the decoys directly, but the agency must invoice the health project for reimbursement. Brandon Poel stated that NSPD pays decoys \$5 per establishment, and Muskegon PD stated that they have a set rate to go by.

Ride with Pride Update

Orchard View High School - May 10th – Guests must arrive by 1:30pm.

Mona Shores High School – May 11th at 1:50pm. Guests arrive at 1:30pm.

Western Michigan Christian – May 10th guests arrive at 1:30pm

North Muskegon – Have foundation of a PBIS committee already established. Definitely on board and are looking forward to working with the Muskegon ALI committee.

Fruitport High School – May 25th at 8:25am

Advocacy and Policy Update

DORA – Designated Outdoor Refreshment Area allows patrons of one of the participating restaurants, pubs, and entertainment venues in Downtown Muskegon to carry up to 16 oz. of an open alcoholic beverage in a designated cup. If a cup was purchased at Racquets, you would then be allowed to walk around outside in a designated area. This will require state wide legislation to pass and for the municipalities to vote if they want it in their jurisdiction. Downtown Now and the Chamber are currently discussing this option for Downtown Muskegon.

Other Good and Welfare

Alliance for Marijuana Prevention Coalition will be hosting three events in April and encourages law enforcement officers and prevention professionals to attend.

April 19th – School Administrators, Principals, and Law Enforcement learn the myths of marijuana, and how it effects youth. 4:00pm to 6:00pm at Muskegon Area Career Tech Center.

April 20th – Economic Summit. AMP can cover cost of registration. Dale Quigley will be speaking.

April 20th – Shattering the Myths: What Youth Need to Know about Marijuana at Orchard View High School at 12:30pm.

Next Meeting will be held on May 18th at Baker College from 8am-9am.



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