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## Minutes Committee for Youth, Families and Community October 12, 2010

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Minutes of the Committee for Youth, Families and Community held October 12, 2010 at the Tempe Public Library Board Room, Tempe, Arizona.

**MEMBERS Present:**

Randy Lazar, Tempe Union High School District  
Bobbie Cassano, Tempe Community Council  
Lauren Johnson, Community Bridges  
Barb Fries, Tempe Elementary School District  
Kelley Lind, Cardon Children's Medical Center  
Lynette Stonefeld, Tempe/Kyrene Communities In Schools  
Sean Donovan, Tempe Chamber of Commerce  
Celeste Plumlee, Tempe Resident  
Vic Cordts, Boys & Girls Club of the East Valley  
Ilene Dode, Tempe Resident/EMPACT-SPC  
Norm Saba, Cardon Children's Medical Center  
Maria Holmes, Association for Supportive Childcare  
Alan Anderson, Checkmate Chess Instruction  
Sheran Mattson, Mattson Resource Development

**MEMBERS Absent:**

Charmaine Trujillo, Mountain Park Health Center  
Luis Morales, Chicanos Por La Causa, Inc.  
Chad Diegle, Desert Cross Lutheran Church  
Vicki Kringen, The Centers for Habilitation  
Amanda Hamm, Kyrene School District

**City Staff Present:**

Kim Bauman, Community Services-Social Services  
Roni Alexander, Community Services – Social Services  
Nancy Rodriguez, Municipal Court  
Fran Santos, Tempe Police Department  
Tricia Andrews-Gilman, Community Services – Social Services

**Guests Present:**

Michelle Arguedas, Community Bridges

**Meeting convened at 4:04 p.m.**

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**Agenda Item 1 - Call Meeting to Order and Introductions**

**Bobbie Cassano** called the meeting to order.

**Agenda Item 2 - Minutes from September 14, 2010 Meeting**

The minutes from September 14, 2010 were reviewed.

**MOTION: Nancy Rodriguez** motioned to approve the minutes.

**SECOND: Roni Alexander** seconded the motion.

**COMMITTEE CONSENSUS:** Minutes were approved.

**Agenda Item 3 - Town Hall Review**

**Bobbie Cassano** led a review of the Town Hall on Underage Drinking. Members identified what went well as well as some improvement areas.

1) Positives included the following:

- The event was very well organized and ran very smoothly.
- There were some very powerful speakers.
- There was lots of good information provided to attendees.
- Sean Donovan had an article highlighting the event under the Tempe Chamber of Commerce column in the Arizona Republic Tempe Community section.
- The Mayor and some Council members were able to attend the event. In addition a councilmember who was unable to attend saw it on Cable 11 and had very positive comments.
- There was very positive feedback from attendees at the Town Hall, including Magellan Prevention Coordinator, Denise Lopez.
- Mayor Hallman and Brahm Resnik heightened the level of professionalism of the event.
- The Youth Town Hall Adhoc Committee was able to secure some great prizes to use as incentives to complete the survey and people were excited to receive them.

2) Deltas included the following:

- The event ran out of time for the question and answer component. There were a lot of questions that didn't get answered.
- Although we attempted to have a lot of p.r. about the event attendance was lower than we hoped to have. Also, we did not receive any coverage during or after the Town Hall.
- There is a need for more social media to advertise the event but we currently do not have the resources to do this.
- There were 65 attendees but only 35 surveys were completed and turned in.

3) Suggestions included the following:

- Post questions that we ran out of time to address and answers on the coalition website.
- Since the event was filmed and will be broadcast on Channel 11 see if we can also have it linked to the coalition website.
- If we do another Town Hall rather than put surveys in attendee's bags clip the to the front of the bags to draw more attention to it.
- A more central location, such as the library building, might draw more attendance if the event is held again. Also, parents could not bring children which might have discouraged attendance. The peer leaders could provided structured activities with children in a nearby location while the parents attend the event.
- Send formal thank yous to donors to the event.

4) Members were asked how we get the message from Town Hall out to the wider community. Suggestions included:

- Create a summary document that includes what happened, here are some questions, a call to action, and encourages the public to check out the coalition website.
- Stronger utilization of media, such as radio, and social media, including Facebook and Twitter.
- Have a spokesperson who addresses why it is so important to our community to increase the age of first use of alcohol in youth.
- Take the Town Hall video and distribute it as a dvd.
- Take snippets from the Town Hall video and create public service announcements that could be played in doctor's offices, PTA meetings, and other public gatherings. Volunteers from East Valley Institute of Technology might be able to work on the PSA's.
- Develop a speaker's bureau where we could get information out at PTA meetings, neighborhood association meetings, and other public gatherings and meetings.
- Create brochures that could be placed in pediatricians' offices.

#### **Agenda Item 4-Subcommittee Updates**

**Bobbie Cassano** provided the following updates:

- 1) The Marketing Subcommittee will meet before now and our next committee meeting to work on how to roll out our Town Hall message. She is looking for additional members for this subcommittee.
- 2) The Public Policy Subcommittee will be working on the social host ordinance. **Fran Santos** provided a brief summary about social host ordinances. It is a tool to hold people who provide parties that encourage underage drinking more accountable.
- 3) The Data Collection Subcommittee needs to work on expanding the pilot GPS tracking project with the peer leaders and other youth groups. **Trisha Gilman** reported her peer leaders, who paired with Police Explorers last spring on the pilot project, are excited to continue it. Possible partners could include the boy scouts, ASU students, and the ASU Women's Business Association. They hope to begin working on the project in November.

#### **Agenda Item 5 – Adult Perception Survey**

**Bobbie Cassano** announced since we only received 35 Community Norms Surveys from Town Hall we will need to get additional surveys by November 15<sup>th</sup>. She will verify the on-line site with Magellan and then ask committee members to get five people who reside in Tempe, or have children who attend school in Tempe, to complete the survey and then pass it on to five more people.

#### **Agenda Item 6 - Grant and Program Updates**

- 1) **Lynette Stonefeld** announced they were given an addendum to their First Things First grant that will fund a person to assist people in filling out Healthy Arizona applications at the six Tempe Elementary School District and the two Kyrene School District Family Resource Centers. This funding will allow parents to apply for Kids Care and other resources at the schools' centers rather than at the Arizona Department of Economic Security locations.
- 2) **Alan Anderson** asked whether we have received feedback regarding our Drug Free Communities grant application. Lynette reported she has not yet received feedback.

#### **Agenda Item 7 - Announcements**

- 1) **Kim Bauman** announced that after twenty years of serving on many forms of this current committee Joe Spracale has resigned. Committee members expressed interest in recognizing Joe's dedication and commitment and will email Kim suggestions.

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- 2) **Bobbie Cassano** announced Arizona Saves is offering Financial Education Workshops for Adults, Kids and Teens at the Escalante Community Center. Every child who completes all three workshops will receive a \$50 Savings Bond. Flyers on the workshops were distributed to members.
  - 3) **Bobbie** also announced that **Sheran Mattson**, who led our Coalition Building Training, has formally joined our committee.
  - 4) **Lauren Johnston** introduced her guest, **Michelle Arguedas**, who is also with Community Bridges. Michelle is moving into the Alliance Coordinator position for the Mesa Alliance and is visiting different coalitions.
  - 5) **Norm Saba** announced Cardon Children's Medical Center is celebrating their first year with a birthday party on October 30<sup>th</sup> from 10 a.m. to 2 p.m. The public is encouraged to attend the event.

**Agenda Item 8 – Future Agenda Items**

- 1) **Ilene Dode** asked **Norm Saba** what steps need to be taken to hold a committee meeting at Cardon Children's Medical Center and then tour the facility. Norm responded they will need two to three months notice and an estimate on how many people would attend. The committee will look at holding a meeting at the Center in January or February 2011.
- 2) Please contact Kim Bauman or Bobbie Cassano with future agenda items.

The committee's next meeting will be on **November 9, 2010 at 4:00 p.m.** in the Tempe Public Library Connections Program Room.

**Meeting adjourned at 5:04 p.m.**

Prepared by: Kim Bauman

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Ilene Dode, Chair