Tempe

Minutes
Committee for Youth, Families and Community
December 8, 2009

Minutes of the Committee for Youth, Families and Community held December 8, 2009 at the Tempe Public Library Connections Program Room, 3500 S. Rural Road, Tempe, Arizona.

MEMBERS Present:
Randy Lazar, Tempe Union High School District
Bobbie Cassano, Tempe Community Council
Ilene Dode, Tempe Resident/EMPACT-SPC
Alan Anderson, Checkmate Chess Instruction/TIE Foundation
Nejra Sumic, Community Bridges
Joe Spracale, Tempe Impact Education Foundation
Barb Fries, Tempe Elementary School District
Norm Saba, Cardon Children's Hospital
Vic Cordts, Boys & Girls Club of the East Valley

MEMBERS Absent:
Rebecca Bond, Tempe Connections
Maria Holmes, Association for Supportive Childcare
Rae Godson, Tempe Resident
Amanda Hamm, Kyrene School District
Lynette Stonefeld, Tempe/Kyrene Communities In Schools
Luis Morales, Chicanos Por La Causa, Inc.
Celeste Plumlee, Tempe Resident

City Staff Present:
Kim Bauman, Community Services – Social Services
Tim Cox, Community Services - Social Services
Roni Alexander, Community Services – Social Services
Heather Penner, Police Department
Nancy Rodriguez, Municipal Court

Guests Present:
Christina Totura, Pima Prevention Partnership
Michael Valdez, Chicanos Por La Causa, Mano Coalition
Ramses Esquer, Tempe Youth Leader
Oscar Ramirez, Tempe Youth Leader

Meeting convened at 4:05 p.m.

Agenda Item 1: Ilene Dode called the meeting to order. Introductions were made.

Agenda Item 2: Minutes from November 10, 2009 Meeting
The minutes from November 10, 2009 were reviewed.
MOTION: Heather Penner motioned to approve the minutes.
SECOND: Joe Spracale seconded the motion.
COMMITTEE CONSENSUS: Minutes were approved.

Agenda Item 3- Presentation: MANO Coalition

1) **Michael Valdez, Chicanos Por La Causa (CPLC)** provided an overview of the MANO Coalition and its efforts
   - The Making Alliances through Neighborhood Organizing (MANO) Coalition has been in existence for five years.
   - The Coalition began in the Creighton School District, has been in existence for five years, and initially focused on a 10 square mile radius in Central Phoenix. The Coalition has expanded its area of focus and recently changed its name to MANO to reflect its community inclusiveness.
   - The Coalition receives funding from multiple sources, including Magellan Health Services, and is focusing on underage drinking and other drug use.
   - The Coalition underwent the Strategic Prevention Framework process during its first year of existence and focused on its needs assessment.
   - The needs assessment discovered there were 400 merchants with liquor licenses in a 10 mile radius. Most were "mom and pop" shops and 90% were owned by Latinos. The assessment also found teens in the community felt there was little to no risk in using alcohol and that it was easy to get alcohol.
   - From their needs assessment the coalition developed some environmental approaches to address underage drinking.
   - Nine schools were involved in "Youth In Action Groups" where youth went out into their community to gather mapping data on liquor outlets. They took pictures of these outlets and created a PowerPoint presentation which they presented to the Phoenix City Council and at a community forum. Youth leaders were also involved in creating the coalition log and in the branding of the logo.
   - Communication by the coalition with the Phoenix City Council has progressed from no communication to very positive, ongoing communication. Council members sometimes attend the coalition meetings.
   - The coalition has provided merchant education including training on identification verification and has worked with merchants to eliminate alcohol advertising outside the stores.
   - A social marketing campaign was developed that included signs in Spanish about drinking and its harms. These signs are hung in a number of businesses and in the community to reinforce the message that underage drinking and drug use is harmful.
   - Key to the success of the MANO Coalition and other coalitions is networking and information sharing.

Agenda Item 4- Subcommittee Updates

1) **Bobbie Cassano, Tempe Community Council** provided the following update on the marketing subcommittee.
   - Twenty logos were submitted by youth in grades 6th through 12th. The subcommittee narrowed down the entries to seven finalists and the youth judges will determine the winner by January 1st.
   - There are 11 youth judges selected from the Tempe Top Youth Leaders, Mayor's Youth Advisory Commission, East Valley Boys and Girls Clubs and Chicanos Por La Causa Youth Leaders.
   - The logo contest winner and runner-up will be announced at our next coalition meeting and hopefully the recipients can attend that meeting to receive recognition and their award.
   - The t-shirt contest and video contest will begin in January and end on April 1st. The winning t-shirt design will be reproduced and distributed at middle school activities. The winning video will be shown on the coalition's My Space site, and depending upon the quality of the video, possibility on Channel 11.
2) **Kim Bauman, City of Tempe** reported that the data collection subcommittee will need to convene in January or February as we need to start our community mapping project in order to complete the project by June 2010.

Agenda Item 5 – Communities for Kids Update

No update was provided at this meeting.

Agenda Item 6 – Other Grant and Program Updates

1) **Oscar Ramirez and Ramses Esquer, Tempe Top Youth Leaders** reported their group is working on the coalition My Space page. They also recently held another Family Day event at the Westside Community Center. The event was well attended by youth and their parents. Participants watched videos and participated in interactive games that promote "picking the road to a healthy life."
2) **Randy Lazar, Tempe Union High School District** announced the district's Title IV and State Chemical Abuse funds were quickly approved to continue to provide City of Tempe part-time prevention counselors on all their school campuses except Compadre. A Tempe Community Council grant funds the Compadre counselor. Unfortunately the district's funding has dropped over the years and while they used to be able to fund counselors at 14 hours a week it is now only 10 hours per week.

Agenda Item 7 – Announcements

There were no announcements.

Agenda Item 8– Future Agenda Items

- Summer Chess Academy Presentation
- Logo Contest Winner and Runner-up
- Coalition Survey
- Please contact Kim Bauman or Bobbie Cassano for future agenda items.

The committee's next meeting will be on **January 12, 2010 at 4:00 p.m.**

Meeting adjourned at 5:00 p.m.

Prepared by: Kim Bauman

Ilene Dode, Chair