



Minutes Committee for Youth, Families and Community Town Hall Ad-Hoc Committee June 17, 2010

Minutes of the Town Hall Ad-Hoc Committee for Youth, Families and Community held June 17, 2010 at the Tempe Public Library Administrative Office Conference Room, 3500 S. Rural Road, Tempe, Arizona.

MEMBERS Present:

Randy Lazar, Tempe Union High School District
Barb Fries, Tempe Elementary School District
Maria Holmes, Association for Supportive Childcare
Celeste Plumlee, Tempe Resident
Bobbie Cassano, Tempe Community Council

MEMBERS Absent:

Fran Santos, Tempe Police Department
Lauren Johnson, Community Bridges
Alan Anderson, Checkmate Chess Instruction/TIE Foundation

Meeting convened at 4:00 p.m.

Agenda Item 1- Call Meeting to Order and Introductions

Bobbie Cassano called the meeting to order and welcomed attending members.

Agenda Item 2- Overview of the Town Hall Project

- 1) **Bobbie Cassano** presented an overview of the Town Hall project.
 - The goal of the Tempe's Coalition to Reduce Underage Drinking is to increase the age of first drinking for Tempe youth.
 - The purpose of the Town Hall is to educate adults in the community about underage drinking in youth ages 12-18.
 - The Town Hall will be held on Monday, October 4, 2010 in the City of Tempe Council Chambers.
 - The ad-hoc committee will determine the Town Hall presenters, logistics, marketing, and other event details.

Agenda Item 3- Timeline Considerations

- 1) The Town Hall date was scheduled to avoid conflicting with school districts activities, major holidays, and other events in the Fall.
- 2) Committee suggestions included:
 - Holding the Town Hall from 7:00 p.m. – 8:30 p.m.
 - Exploring the possibility of offering table space for ½ hour before and after the Town Hall to organizations who provide viable activities to help youth stay away from alcohol.
 - Exploring marketing deadlines.
 - Determining possible presenters by our next meeting.

Agenda Item 4 – Town Hall Format and Panelist Considerations

- 1) The committee was in consensus that the Town Hall format should consist of several “experts” who present on the topic of underage drinking, followed by a question and answer session.
- 2) Suggested presentation topics included:
 - Information on teen alcohol use and brain development
 - Prevention perspective
 - “Not My Kid” or parent of abusing child perspective
 - Law enforcement perspective
 - Youth perspective
 - Social Host ordinance
- 3) There was consensus presentations should occur in a variety of formats, including interactive and multi-media, rather than just a person talking for the entire time.
- 4) A proposed agenda was discussed and includes the following:
 - Informational tables out front & registration inside
 - Welcome & introductions
 - Town Hall speakers & presentations
 - Questions & Answers
 - Call for action (give some specific ideas for attendees to consider and take personal action)
 - Evaluation & Adult Norm Survey (may be one integrated item)
 - Informational tables available after the meeting for a period of time
- 5) The committee was in consensus it would be helpful to offer the Town Hall presentations in Spanish. **Maria Holmes** notified the ad-hoc committee her agency has several headsets that allow a translator to translate for multiple people with little disturbance to nearby attendees. **Celeste Plumlee** will check to see if ASU has similar translation equipment which we could also utilize.
- 6) Members were in consensus that while we don’t want to deter any community members from attending it might be helpful to ask for RSVP’s due to space limitations. **Bobbie Cassano** will find out exactly how many people the City Council Chambers can accommodate.
- 7) Possible marketing outlets were brainstormed and included:
 - Movie theaters
 - School district newsletters, calendars, etc.
 - Public buildings or organizations (i.e. library, multigenerational centers, etc.)
 - Evites which each coalition member can send out to people they know in the community
 - Newspaper coverage
 - City water bill
 - Channel 11

8) **Bobbie Cassano** agreed to follow-up with the following site logistical questions:

- Available screens for viewing of any presentation materials
- Available Seats
- Wireless mike availability for the Q & A portion
- Where to direct attendees to park and any parking costs

Agenda Item 5- Possible Sponsorship

- 1) Discussion occurred regarding the possibility of soliciting a corporate sponsor to underwrite some of the costs of the Town Hall which could include the following.
 - Incentives for attendees to encourage completion of the event evaluation/adult norm survey.
 - Signage, handouts, and marketing costs
- 2) The group also suggested pursuing donations for possible raffle prizes which could be drawn throughout the Town Hall to keep up the level of enthusiasm and encourage the attendees to remain for the entire town hall.

Agenda Item 6- Future Agenda Items

- Continue marketing discussion and plan
- Determine final speakers to approach
- Report on sponsorship and donation progress
- Bi-lingual translation equipment

The committee's next meeting will be on **July 7, 2010 at 11:00 a.m.**

Meeting adjourned at 5:15 p.m.

Prepared by: Bobbie Cassano

Reviewed by: Kim Bauman

Bobbie Cassano, Coalition Coordinator