



Minutes Committee for Youth, Families and Community April 12, 2011

Minutes of the Committee for Youth, Families and Community held April 12, 2011 at the Tempe Public Library-Connections Program Room, Tempe, AZ.

MEMBERS Present:

Randy Lazar, Tempe Union High School District
Bobbie Cassano, Tempe Community Council
Lynette Stonefeld, Tempe/Kyrene Communities In Schools
Norm Saba, Cardon Children's Medical Center
Barb Fries, Tempe Elementary School District
Stephen Govett, Tempe First United Methodist Church
Maria Holmes, Association for Supportive Childcare
Lauren Johnson, Community Bridges
Sean Donovan, Tempe Chamber of Commerce
Renée Ouellet, EMPACT-SPC
Kelley Lind, Cardon Children's Medical Center
Kathy Stevens, Kiwanis Club
Cloudia Dame, The Centers for Habilitation
Alan Anderson, Checkmate Chess Instruction
Vicki Kringen, The Centers for Habilitation
Celeste Plumlee, Tempe Resident

MEMBERS Absent:

Vic Cordts, Boys & Girls Club of the East Valley
Luis Morales, Chicanos Por La Causa
Jimmy Gutierrez, Chicanos Por La Causa
Renee Thomas, Mountain Park Health Center
Sheran Mattson, Mattson Resource Development
Ilene Dode, Tempe Resident/EMPACT-SPC
Amanda Hamm, Kyrene School District

City Staff Present:

Kim Bauman, Community Services-Social Services
Roni Alexander, Community Services-Social Services
Tricia Gilman, Community Services-Social Services
Nancy Rodriguez, Tempe Municipal Court

Guests Present:

Rodriguo Alatorre, Tempe Top Youth Leaders
Kelsey Wolf, Tempe Community Council

Meeting convened at 4:03 p.m.

Agenda Item 1- Call Meeting to Order and Introductions

Barb Fries, Vice Chair called the meeting to order. Introductions were made.

Agenda Item 2 - Minutes from March 8, 2011 Meeting

The minutes from March 8, 2011 were reviewed.

MOTION: Nancy Rodriguez motioned to approve the minutes.

SECOND: Maria Holmes seconded the motion.

COMMITTEE CONSENSUS: Minutes were approved.

Agenda Item 3 – FY 2011-12 Magellan Strategic Plan Update

1) **Kim Bauman, City of Tempe** provided an update on the plan submitted on March 30th.

- Magellan Health Services wants allocate more of the FY 11-12 budget to public information and social marketing, possibly community education, and other efforts that target adults and support environmental strategies.
- This reallocation will result in the elimination of the All Stars/Peer Leadership Program at one or more current middle schools sites as the All Stars Assistants hours would be reduced or eliminated.
- Magellan has provided some suggestions on how the coalition could enhance community development, community education, and public information and social marketing. These suggestions were shared with the committee and include the following.
- Community Development – they want a clear idea of what behavior we are trying to get adults to change by gathering information on how many alcohol outlets are close to where kids hang out. The suggestion was made to have a sticker campaigns at these outlets that remind adults its illegal to purchase for someone under 21.
- Community Education – Magellan has seen a lot of groups successfully having parent volunteers trained on presentations, then go out and provide these presentations to their friends and neighbors. City of Tempe prevention staff has suggested using parents of the All Stars/Peer leaders to fulfill this role. Magellan would also like to community education presentations go beyond schools and parents to other adults.
- Public Information and Social Marketing- Magellan has suggested utilizing the “Parents Who Host” campaign. The Peer Leaders could help the coalition design materials that target adults or write letters to the editor of newspapers.

2) Kim also reported there appears to have been a change in school policy this year. The middle school based peer leaders alcohol prevention awareness materials that they planned to provide in their schools during April must be approved by the principal. The prevention staff did not know about this change as they did not experience this barrier last year. Consequently, they did not submit their materials until late March and early April and at some schools the principals are having a difficult time finding time to review them. This has resulted in a significant delay in the school-based peer leaders being able to make announcements and put up posters during alcohol awareness month at some of the

schools. Steps are underway to address these barriers if the middle school based All Stars/Peer Leadership program continues next year.

- **Barb Fries, Tempe Elementary School District** suggested getting on the district counselors meeting agenda when school begins in August and working closely with the school counselors to ensure the All Stars/Peer Leaders efforts are closely aligned with the schools' prevention efforts.
- 4) Suggestions from committee members on how to expand community education in the community included the following:
- **Vicki Kringen, Centers for Habilitation**, suggested utilizing their human resource department's business wellness program to provide information on underage drinking to their employees.
 - **Vicki** also suggested utilizing the business community more, including providing presentations and/or informational materials to business groups associations and the Governmental Affairs subcommittee.
 - **Sean Donovan, Tempe Chamber of Commerce** suggested having peer leaders and the coalition host a table at the Tempe Neighborhood Event. In addition, presentations could be made to neighborhood associations and HOA's.
 - **Norm Saba, Cardon Children's Medical Center** suggested having printed materials and posters made by the peer leaders and the coalition available in pediatrician exam rooms. He offered to facilitate this with Tempe pediatricians.

Agenda Item 4-Subcommittee Updates

- 1) **Kelsey Wolf, Tempe Community Council** provided the marketing subcommittee update.
 - Seven PSA's have been made. There now need to be some edits made and the selection of the top two PSA's for future utilization.
 - The new coalition logo is being finalized by the City's graphic design division.
- 2) **Bobbie Cassano, Tempe Community Council** provided an update on data collection efforts.
 - The peer leaders are now focusing on identifying youth hangouts in Tempe. The remaining alcohol outlets will be identified by liquor licenses. A list of youth hangouts generated by the peer leaders and the Mayor's Youth Advisory Commission was distributed to committee members. Efforts are underway to connect with other youth groups to identify additional youth hangouts in Tempe.
 - The committee determined the final map should identify public and charter schools separately due to zoning requirement differences.
- 3) **Bobbie Cassano and Lynette Stonefeld, Tempe/Kyrene Communities in Schools** provided an update on the public policy subcommittee.
 - The proposed social host ordinance will be presented at the May 5th Tempe City Council Issue Review Session. Ilene Dode will present on the draft ordinance and Tempe City Attorney Andrew Ching, and Tempe Police Commander, Fran Santos, will be there to address legal/technical questions. Committee members were encouraged to attend and show their support.
 - If no concerns are raised by Council the proposed ordinance will then move forward to a formal Council meeting. There will be two public hearings. If the ordinance is approved by Council the police would not begin citing violators until January 1, 2012. This would allow time to educate the community about the ordinance. There would be a diversion option for offenders with an educational component requirement.

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- Lynette reported she just presented to the Council Housing and Social Services Subcommittee and the feedback was very positive. Bobbie was unable to get on the Council Education Subcommittee in time for their last meeting but is meeting with the chair, Councilmember Robin Arredondo-Savage, tomorrow regarding the proposed ordinance.
 - **Sean Donovan** suggested the subcommittee get on the Tempe Chambers Relations Committee early May agenda if they want to seek an endorsement from the Chamber.

Agenda Item 5 – Drug-Free Communities Grant Application Update

Lynette Stonefeld reported the grant has been submitted and we should hear whether we have been funded in mid-September.

Agenda Item 6 – Committee Member Bio's

Kelsey Wolf thanked members who have submitted their bio's and reminded remaining members to do so. Due to time constraints presentations of bio's will occur at our next meeting.

Agenda Item 7 – Grant and Program Updates

There were no grant and program updates.

Agenda Item 8 – Announcements

There were no announcements.

Agenda Item 9 – Future Agenda Items

- Committee members bio presentations
- Magellan Grant FY 11-12 Strategic Plan Update
- Social Host Ordinance Update

Please contact Kim Bauman or Bobbie Cassano with future agenda items.

The committee's next meeting will be on **May 10, 2011 at 4:00 p.m.** in the Tempe Public Library Connections Program Room

Meeting adjourned at 5:10 p.m.

Prepared by: Kim Bauman

Ilene Dode, Chair