

APPROVED MINUTES

1. Welcome & Introductions

Members Present: Kaitlin Carafa, Cassandra Zwarycz, Holly Hansen, Katie Fontaine, Joanna Keyes, Michelle Hill, Cynthia Zingler, Kim McTighe, Josh Wells, Skylar Goad, Amani Clemons, Emily Guerrero, Marty Sitler, Phil Bunick, Aiman Hameed

2. Review of 8/15/18 minutes

The draft minutes for the 8/15/18 meeting were reviewed. Kaitlin moved to accept the draft minutes as presented. The motion was seconded. All voted in favor. The motion passed.

3. Review new program year meeting schedule

A copy of the proposed meeting schedule for 2018-19 was presented. All were in favor of keeping the meeting time on the third Wednesday of the month at 2:15pm at RHS. If changes to this schedule are necessary due to weather or other factors, the members will be notified.

4. Recap of NPN Conference – Kaitlin, Cassie & Joanna

Kaitlin, Cassie, and Joanna attended the NPN conference in August. Kaitlin shared information about one interesting study conducted by DMHAS regarding alcohol compliance checks. The study took a random sampling of restaurants, wineries and stores in the state (about 350 in total) licensed to serve alcohol and sent minors in to see if they were able to make a purchase. An astonishing number (somewhere around 60%) of the venues sampled served to minors. Of those who sold, a high percentage had checked the license of the minor and still served them. In the past Vernon has conducted compliance checks on package stores and grocery stores only. The group discussed expanding to restaurants in Vernon as well.

5. Vernon ROCKS Subcommittees – need volunteers (3-5 members per committee per by-laws) Kaitlin shared that it is time to focus on developing the committees stated in the Vernon ROCKS bylaws. She asked that members present consider joining a committee and passed around a sign-up sheet for each committee for people to sign up. Once there is a group of members identified for the committees, a meeting schedule will be established. The three committees are:

- a. Data Collection & Evaluation: Surveys & event evaluations and evaluation of coalition processes
- b. Development & Sustainability: Marketing/Branding and Sustainability (of resources & future funding sources)
- c. Membership: Recruitment of new members (ensuring 12 sectors are represented)

6. Youth Social Norms “Real Talk” Campaign Update

An update on the Social Norms campaign referred to as, “Real Talk Vernon,” being led by RHS High School students was given. The Social Norms Campaign is focused on addressing the risk factors of family norms and social access to alcohol. Information with the campaign’s purpose, goals, theme for messaging, and taglines was shared. The students are working with a marketing company to help create the first message design, which will be displayed on the billboard at the end of Loveland Hill where it meets Talcotville Rd. starting November 26th.

7. October Partner Agency Events

- a. **Become Part of the Solution 5k 10/20/18**
Become part of the Solution’s 5k raises funds for members of the community who are in need and would like substance abuse treatment, afford treatment. Chris Luginbuhl, the organization’s leader would like to get more youth involved this year. For more information, people can visit their website at: <http://www.bpsrockville.com/>
- b. **VMT Seniorhood Fair 10/20/18** Vernon ROCKS will have a table at the Vernon Multidisciplinary

Team Senior Fair and will be handing out the disposable bags for disposing of unused medication and information about our DEA Take Back day that will take place the following Saturday where seniors are encouraged to dispose of any prescription medications they no longer need.

8. Vernon ROCKS October Events

a. 2018 Community Basketball Tournament – 10/27/18

Challenges with conflicting events occurring on and around the 10/27 date were discussed and the date for the basketball tournament was changed to November 10 at Rockville High School Gymnasium. Kim McTighe will check on space availability at the High school for that date.

i. Recruitment

Peer advocates will help with promoting in school and signing up fellow students. Will also use social media to promote.

ii. New ideas?

Ideas shared were to add a free-throw contest and corn hole for those who are waiting to play or others who want to participate, but are not playing basketball. More planning will be needed once the November 10th date is confirmed with the high school.

b. DEA Drug Take Back Day – 10/27/18

i. Creative Outreach ideas?

The following places were suggested to promote the DEA Drug Take back Day:
Senior Center
Doctor's offices
Police Stations
Library
Park West community center
Chuck Wagon Restaurant

9. LPC grant funds for 2018-19

The LPC grant is up for reapplication for 2018-19. There was a discussion on how to use the funds for 2018-19

a. Compliance checks: The group would like to continue to use the funds for alcohol and tobacco compliance checks this year

b. Other ideas included, purchasing large signs with the Vernon ROCKS logo which can be tailored for different events and used over and over again to promote the Vernon ROCKS coalition messaging and events. There are several locations around town with sign posts that can be reserved through Vernon Park and Recreation. Funds may also be used again to support the Volley Ball lock-in and other substance free events that may be planned by the Peer advocates and /or coalition.

10. Other Announcements

No other announcements were made.

The meeting was adjourned

Respectfully submitted by:

Michelle Hill

