

BCAAPC Minutes

01/25/2010

Attendance: Tessa Anderson(BCDAC), Paul Johnson(Webb Lake PD), Allison Leef(Youth), Jayme Mithcell(Youth), Dean Roland(Sheriff), Rob Rudiger(BCHHS), Patty Bonneville(Aurora), Jackie Brenizer(Aurora), Joe Willger(Marshfield Clinic), Karen Chilson(CESA11), Sherill Summer(Inter County Leader), Mark Hayman(CFU), Brent Belisle(SCT), Renee' Nañez(CRA), Doug Merrill(SCT), Lilliam Piñero(SPF-SIG), Cara Casey(Grantsburg Guidance), Diane Lindh(Public Health), Jan Moddrell(Public Health), Bridget Getts(Webster PD), and Kate Peterson(BCHHS)

1. Introductions.
2. Minutes from the November 23, 2009 meeting were approved.
3. Lil gave an update on the bathroom stall ad's; they are in six locations (Jed's, Pheasant Inn, Wild Waters, Tap, Black and Orange, and Cabaret) they are in the men's and women's bathroom stalls and should have been put in last Friday @ 4pm. This was designed by the Lil Piñero. Chuck checked with the Tavern League if they could match the cost as previously discussed and the answer is no, they will not be able due to lack of funds.
4. Lil gave an update on the billboards. She received only one entry in the school contest and the entry was not what we were looking for.
5. There were no representatives from the Tavern League who could give an update on Safe Ride so this agenda item is tabled until the next meeting.
6. Lil discussed the possibility of having a Super Bowl ad that grocery stores could put into bags or hang up flyers by check out or liquor displays. Dean reported that there is an increase in domestic violence episodes that are alcohol related during the Super Bowl. Lil is waiting to hear back from the grocery stores. Lil also suggested that Dean could say something in his radio spot regarding this. Perhaps if the stores agreed we could publicize their efforts.
7. Drug Free Alliance has three questions to ask students in regard to the Super Bowl to see how much ad's impact kids. Lil will present this to the meeting with the counselors tomorrow. The questions would be age, gender, grade; did you watch and what commercials did you see and what products were advertised; and finally what was your favorite commercial?
8. Brent also suggested for surveys to check out survey monkey as a resource.
9. Karen gave a YRBS update, in the month of March the 3 schools will be doing the survey; 7-12 grades in all three schools and in addition Siren and Grantsburg 6th graders will participate in the survey. Renee' suggested if the Insight School (Burnett County youth only) could participate.

10. Bridget gave an update on the upcoming law enforcement training which will be held March 11 in Eau Claire, there will be 4 officers and Lil attending. Discussion will be on different ways and policies set on how to combat underage drinking. Bridget also discussed a sobriety field testing training. Lil and Bridget will be attending the Chiefs meeting on Thursday.
11. Bridget updated the coalition on the CARD (Comprehensive Alcohol Risk Reduction) grant. This will allow us to do conduct alcohol compliance checks, party patrols; she was able to purchase 3 PBT's, a GPS unit for the airplane patrol. The grant is for a total of \$18,650. (\$13820. Federal, \$4830. State). Thanks to Bridget for writing the grant!
12. Lil gave an update on the website: BCAAPC.org - any links you want added let Lil know. Check out the site and give feedback to Lil.
13. It was suggested that we put BCAAPC on face book. (Barron County is currently on face book with a link). We could also put surveys on there also.
14. We broke out into 4 groups to brainstorm idea's for the billboards:
 - a. Group 1 – Plan ahead, turn in your keys. Turn in your keys or get these (Keys to the side and handcuffs around beer bottles)
 - b. Group 2 – positive message – behaviors we don't want – consequences. Sign posts going different directions – crossroads -choices on the signs like jail, OWI's,. Pictures on the billboards need to show cultural diversity. Sober free activities such as Round Lake Fun Days.
 - c. Group 3 – Local picture of people who have been impacted or have drink/drive. Don't be the accident waiting to happen – don't drink and drive. Safe road, safe communities, safe family - don't drink and drive.
 - d. Group 4 – Picture of a kid running down the driveway to get in to friends car (you see alcohol in the car) Did you remember to kiss your parents (loved ones) goodbye?
 - e. Crash picture, you idiot, who else is judging you?
 - f. Drink, Drive, Loser. Sponsored by BCAAPC.
15. It was decided for the small billboard it would be Drink, Drive, Loser.
16. Rob reported her letter to the editor went out today.
17. Lil is in the planning stages of a youth advocacy retreat.
18. Prescription Drug miss-use meeting is February 18 @ BMC @ 5:30-7:30pm.
19. Paul talked about the St. Patrick's Day parade in Webb Lake.
20. Next meeting is February 22 @ Noon.

NOTE: Following the meeting there have been some concerns regarding the billboard "Drink. Drive. Loser.", so that idea has been put on hold. The media committee will be coming up with something.