

Winona County Alliance for Substance Abuse Prevention & Crime Prevention Committee
May 15, 2017: 2:30 – 4:00 pm at the Winona Senior High School

Board of Directors:			
*Bolded names were present			
Attendance:	Board Member:	Proxy:	Sector:
Present	Travis Volkman		Chair
Present	Helen Bagshaw		Health
Present	Karin Sonneman	Rebecca Church	Government
-	Ron Ganrude	Jeff Mueller	Law Enforcement
-			Business
Present	Mark Anderson		Schools
-	Joe McKonkey		Faith
Present	Lori Ortega		Parent
Present	Beth Moe		Civic/Volunteer
Present	Jenna McMillan		Substance Abuse Treatment
Present	Darci Roesler		Youth Serving Organization
-	Jerome Christenson		Media
Present	Payton Borchardt		Youth
Present	Janneke Sobeck	<i>(non-voting)</i>	Program Director
Present	Phil Huerta	<i>(non-voting)</i>	Program Coordinator

Coalition Member and Guest Attendance:	
Name:	Organization:
Madeline Balka	Live Well Winona
Stacy Cottrell	Miller Mentoring
Don Cratchy	Acumen Counseling
Diane Hanke	Winona Community member
Kate Hansen	Winona Partners for Prevention
Carin Hyter	Winona County
Marie Kovcesi	Winona County Board
Gale Lanning	Minnesota State College Southeast
Deb McClellan	Live Well Winona - Treasurer

Consent agenda

There are a few expenses in the April finances that were not yet included from the Parents Who Host campaign, totaling approximately \$1,500.
 Minutes were not voted on.

Strategic Planning for DFC Year 3

Copies of logic models and action plans were distributed for alcohol and marijuana. Prescription drug work is going into maintenance mode. Phil requested coalition members review action plans and come prepared to discuss and revise at the June meeting. Phil will also email a hyperlinked document with additional potential initiatives to research and consider.

We have two Board positions open – Business and Substance Abuse Treatment sectors. Jenna McMillan was nominated and voted in as the Substance Abuse Treatment sector representative. Suggestions for Business sector included Dan English, Linda King, Dennis McEntaffer, Chad Brink, Island City Brewery owners, Ed Hoffman, and Wendy Hoffman. Janneke will invite Ed Hoffman to join us, and if he is not interested Travis will invite Dan English. Phil will invite the Island City Brewery owners and liquor stores to join the coalition during the Sticker Shock project in June.

Sustainability plan is needed in year 3 of our grant. This work group will begin in June. Lori, Kate, and Janneke volunteered to help. Anyone else that is interested in helping can let Phil know.

Addressing marijuana

Coalition will pay for members to attend a [prevention and treatment training](#) in St. Paul on June 2nd. Training is from 9am to 12pm and offers 3 CEUs. Let Phil know by May 26th if you would like to attend. Helen would like to go, and Lori may attend. Content will also be available via [webinar](#) on June 9th.

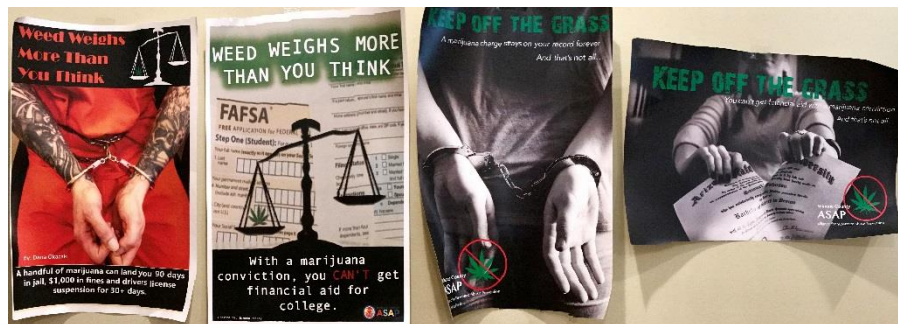
Helen attended a conference and recommended we invite the speaker, Ed Shemelya, to come speak to our coalition. Phil will look into this.

WSU student projects were displayed around the room for voting. Facts on the posters, brochures, and infographics need to be checked before we use any of them. Will use these materials at the County Fair and have Project FINE translate them.

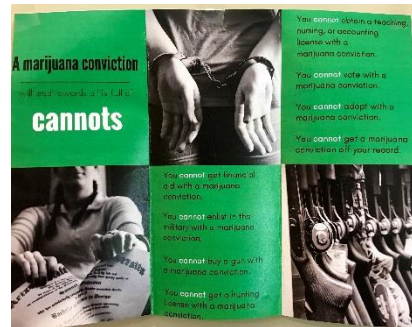
Below are the winners based on anonymous voting.



Infographic



Posters



Brochure

Parents Who Host Lose the Most Campaign

Reminder to please continue sharing the PWH message and invite businesses to post a yard sign, sticker, table tent, or poster. List of businesses can be accessed on this [Google Doc](#). The mock trial was based on

the PWH message. Suggestion made to look into movie ads and billboards for PWH, possibly in partnership with La Crosse for the latter. Don volunteered to interview with the media for the campaign.

Michelle Darst gave up an update on a Health Education Curriculum Analysis Tool (HECAT) training she held at Riverway and alcohol units covered at Cotter, Riverway, and the Senior High. Michelle also has a marijuana activity kit that can be used in the community to provide education.

Team updates & follow-up items:

- **Youth:** As the senior team members graduate, Payton plans to recruit freshmen that will be part of the team for several years. Project Sticker Shock will take place in June. Positive Community Norm video draft will be available in a couple of weeks, and will be launched in the fall as part of a marijuana campaign.
- **Education/Training:** Cultural Humility training with Earl Greene had over 90 registrants. Everyone is invited to the next team meeting on May 24th at 4pm in the Lake Winona Manor classroom at Winona Health. Winona Health is interested in hosting a ‘Hidden In Plain Sight’ event, and the traveling exhibit will also be at the County Fair.
- **Programs/Strategy:** Next meeting is May 17th at 9am at the Family & Children’s Center. Mock crash had good publicity.
- **Media/Outreach:** Need to recruit more team members.
- **Data/Evaluation:** Will review the [coalition assessment recommendations](#) from our evaluator at the next meeting.

5. Open Discussion

Marie: Changes will be made in the jail to better address mental health and substance use. Currently recruiting for the planning committee. Talk to Marie if you are interested in joining. Project FINE is hosting a [fundraising dinner](#) on June 11th. It is a good networking opportunity. Talk to Marie if you’d like to contribute to a coalition table.

Deb: Live Well Winona is still looking for [volunteers for Trinona](#) weekend, June 10th and 11th.

All: Interested in changing meeting locations for the summer. Family & Children’s Center, Live Well Winona, Pleasant Valley Church, and Nate & Ally’s were suggested. Phil will look into.

Action Items

- All coalition members to review action plans and come prepared to discuss and revise in June.
- Janneke will invite Ed Hoffman to attend our next meeting and join as the Business rep.
- Phil will invite offsite liquor sales representatives to coalition meetings.
- Let Phil know by May 19th if you would like to attend a [prevention and treatment training](#) in St. Paul on June 2nd.
- Phil will invite Ed Shemelya to come speak to our coalition about marijuana.
- All coalition members to review [coalition assessment recommendations](#) and come prepared to discuss and form a plan in June.
- Phil to secure meeting location for summer months.

Minutes by Janneke Sobeck

Next meeting:

Monday, June 19, 2017 from 2:30 pm – 4:00 pm. **Location TBD**