



WINONA COUNTY
ASAP
Alliance for Substance Abuse Prevention



Winona County Alliance for Substance Abuse Prevention & Crime Prevention Committee
March 18, 2019: 2:30 – 4:00 pm at Pleasant Valley Church

ATTENDANCE

Board of Directors:			
*Bolded names were present			
<u>Attendance:</u>	<u>Board Member:</u>	<u>Proxy:</u>	<u>Sector:</u>
Present	Travis Volkman		CJCC liaison
Present	Helen Bagshaw	Karla Eppler	Health – Vice-Chair
Present	Karin Sonneman	Rebecca Church	Government
Present	Ron Ganrude	Jeff Mueller	Law Enforcement
Present	David Steinquist		Business
-	Mark Anderson	Chai Lee	Schools
-			Faith
-			Parent
Present	Beth Moe	Brian Voerding	Civic/Volunteer - Chair
Present	Jenna McMillan		Substance Abuse Treatment
Present	Darci Roesler	Craig Putz	Youth Serving Organization
-	Greg Taylor		Media
-	Payton Borchardt		Youth
		<i>(non-voting)</i>	Program Director
Present	Phil Huerta	<i>(non-voting)</i>	Program Coordinator

Coalition Members and Guests:	
<u>Name:</u>	<u>Organization:</u>
Ted Barthel	Hiawatha Valley Mental Health Center
Stacy Cottrell	Miller Mentoring
Mark Hecht	Family & Children’s Center
Carin Hyter	Winona County District Court
Deb McComb	Winona County
Kathy Sublett	Winona Arms Inc
Lisa Hawkinson	Parent
Maddie Revord	WCTC Intern

Consent Agenda

March Agenda:

January Minutes:

Approved. Beth made motion. Dave S. Second. Carried.

Old Business

Welcome Business Sector Rep:

Dave Steinquist from Mediascope Inc.

Potential new Board members:

Present at Board meeting were Lisa Hawkinson and Danielle from First Congregational Church (Faith).

Thank You cards:

Signed for past Board members Linda King, Brian Sauter and Molly Dahl.

Videographer quote:

This Information from Screenvision via Jeff after discussion at the Board meeting: Winona 7 gets 2-4k visits every week, and over the course of the year 80% of the population in Winona (and the surrounding area) will go to at least one movie. Hence, the longer campaign works better for optimal reach. Millennials go to the movies about 6 times a year, better exposure with your target demographic. For a 52-week ad to run **30 seconds** if we supplied the video would cost a total of \$3830
For a 52-week ad to run **30 seconds** if screen vision supplied the video would cost a total of \$4180
For a 52-week ad to run **15 seconds** if we supplied the video would cost a total of \$2790
For a 52-week ad to run **15 seconds** if screen vision supplied the video would cost a total of \$3040As for creative, its \$450 if you upload a supplied ad (like the sample ad attached). If we were to build an ad for you (Animated Audio) the cost would be \$700 for a :15 and \$800 for a :30. More discussion to follow and other quotes? Phil will get quotes from Jose Peleaz, Blake Darst, and referral from Travis.

New Business

Stacy Cottrell as new the School proxy. Travis made motion Dave S Second. Carried.

Janneke resigned her position as the ASAP director due to taking up CEO position at the Winona YMCA.

Vaping Listening Sessions Summary:

Phil, Janneke and Helen shared positive experiences at Lewiston Altura and Winona Senior High Schools. Melissa (ASAP evaluator) provided summary for both schools with discussion points and prevention strategies from students. Full summaries available from Coordinator.

Advocacy materials:

Talking points for marijuana and e-cigarettes. Blue folders with information on vaping and marijuana given out to ASAP members present at the meeting to help get conversations started.

Phil will upload these handouts and information to the ASAP web page.

2019 Action Plan:

Reviewed progress and delegate activity. 2 workgroups to be set up:

1. ASAP Sustainability Team: Beth and Karin. Beth to e-mail invite for others to sign up.
2. ASAP T21 (Tobacco 21) Team: Dave S, Beth, Karin, and Helen. Beth and Helen to contact other interested community members.

Other discussion

Click on Volunteer Opportunities on ASAP web page to see what you can sign up for:

National Prescription Drug Take-Back Day (Apr 27)

Law Day (May 2)

Hidden in Plain Sight at Friendship Center (Jun 25-26)

Winona County Fair (Jul 10-14)

Hidden in Plain Sight at Winona Public Library (Jul 11)

Hidden in Plain Sight at National Night Out (Aug 6)

Events:

T21 Webinar sponsored by ASAP on Tuesday 2nd April at Winona Health from 11 to 12 Noon

ASAP Vaping presentation Wednesday 3rd April at CJC Noon at 171 W. 3rd, Winona.

Resources:

Helen encouraged members to borrow and share the vaping backpacks and information. Also Hidden in Plain Sight (HIPS) is an excellent exhibit to learn how to identify substance abuse and what to do if you think a youth is using. The mock teen bedroom is an exhibit for parents and community members to learn about numerous potential warning signs. If you are interested in hosting a Vaping 101 presentation or HIPS, please contact Phil the ASAP program coordinator

Next Meeting: Monday April 15th, 2019 at 2:30pm at Pleasant Valley Church

Minutes drafted by Helen Bagshaw.