



**ITAC General Coalition Meeting Minutes – Draft**

**DFC #SP 080803-1**

**Tuesday February 15<sup>th</sup>, 2022, 9:00am**

**Date: 2.15.21**

**Call to Order Time: 9:10am**

**Adjourn Time: 10:36am**

Type of Meeting: **General Meeting**

Attendees: Alli Pelletreau (13), Dawn Stover (2/3), Joanne Goellner (2), Stu Woodside (7), Justin Chernogorec (12), Janelle Brey (Springville) (12), Mark Sterlace (8), Sarah Sterlace (13), Bette Dehr (Zoom) (13), Maura Stack (Zoom) (12), Vanita Jamison (Zoom) (12), Kim Peck (Zoom) (12), Suzanne Canfield & Lisa (Zoom) (10), Deputy Dan Wood (Zoom)(7), Deputy Brian O’Leary (Zoom, Dan’s new partner) (7)

**Sectors**

- |                                      |   |
|--------------------------------------|---|
| 1 – Youth (person<= 18 years of age) | 7 – Law Enforcement Agencies                                  |
| 2 – Parent                           | 8 – Religious or Fraternal Organizations                      |
| 3 – Business Community               | 9 – Civic and Volunteer Groups                                |
| 4 – Media                            | 10 – Healthcare Professionals (Field of Substance Abuse (SA)) |
| 5 – Schools                          | 11 – State, Local, or Tribal Government Agencies (SA)         |
| 6 – Youth-serving Organizations      | 12 – Other Organizations involved in reducing (SA)            |
|                                      | 13 – ITAC Key Personnel                                       |

**Recorder Name: Sarah Sterlace**

**Minutes Approval by Whom: Stu Woodside, Mark Sterlace and Dawn Stover**

**Motion to move to approve: Justin Chernogorec**

**BUDGET REPORTS**

ITAC	\$13,455.88	as of: 2/15/22
DFC	\$85,137.01	as of: 2/15/22

**TOPIC DISCUSSION**

1. WELCOME NEW STEERING COMMITTEE MEMBERS: Joanne Goellner, Mark (re-election), Deputy Dan Wood, Stu Woodside, and Dawn Stover
2. **THANK YOU TO THE RETIRING COMMITTEE MEMBERS: Denny Powers, Deborah Bergman, Joe DePlato, Tom Pirrung WE APPRECIATE YOU!!!**
3. Minutes from coalition meetings on 12/15/2021 and 1/19/22 were accepted without amendment.
4. Treasurer’s Report: Dawn Stover gave a report on transactions in the Bank of Holland account and current balance, and a brief summary of the DFC account on behalf of John Wolski.

5. **Billboard Committee Update – Joanne Goellner**
  - a. Current billboard – part of the pizza box campaign “Sideline Alcohol for Minors” up on Seneca St and Transit Rd
  - b. For March, a billboard with something about Marijuana
    - i. Mark Sterlace gave a few thoughts, billboards should be mostly positive, combine the two ideas that Joanne showed, and put a bit more positive/neutral message
    - ii. Maybe a parent talking to their child, less is more
6. **By-Laws Committee Update - Justin Chernogorec and Stu Woodside**
  - a. Both reviewed the by-laws and are preparing to meet and compile their notes to be able to share with the Coalition
7. **Presentation from Justin Chernogorec – Environmental Scans**
  - a. What can we do with that can check boxes with our grant, action plan etc.
    - i. Talking to people like the Town, Mayors, Supervisors etc.
  - b. Create a committee, to look at the data and information about what we can do
  - c. If you walk through parks and other places and there is something that is suspicious, dangerous etc., take a picture of it and send it to a sheriff, or if it’s life threatening, call 911
  - d. Look at the focus group data
8. **Program Update – Alli & Sarah**
  - a. 31+ Days of Holiday Thanks Raffle was a success
    - i. ITAC Ticket Sales:243                      Cash: \$735.00                      Checks (7): \$175.00  
 SGB Ticket Sales- 73                      Cash: \$525.00                      Checks (3): \$125.00  
 Donors- 34                                      Cost of Tickets- \$180                      Boost on FB- \$40  
 Personal Sales ITAC and SGB- \$ 1560.00    PayPal as of 12/6/2021- \$1102.80  
 Total: \$2662.80
    - ii. Last Year June Gladness 2021- PayPal was \$1488.62 -Plus deposit of cash and checks- \$1375.00- total June- \$2863.62 (difference is 200.82 less this fundraiser.
  - b. ITAC staff attended meetings with:
    - i. 1/10 Prevention Resource Council (PRC)
      1. re: C4 Workgroup (Collaborative Community Coalition plus Cannabis) - Alli and Bette attended
    - ii. 1/11 Prevention Resource Council (PRC)
      1. re: 1:1 Meeting to review coalition needs for support – Alli & Sarah attended
    - iii. 1/12 East Aurora Chamber of Commerce – Sarah attended virtually
      1. re: networking meetings for capacity building, community visibility, promoting events
    - iv. 1/10 – Dan Webb SC zoom meeting to review Clyde Data
    - v. 1/26 – zoom meeting- Alli and Sarah with Gwen Bork from FOCUS to discuss their Virtual Health & Wellness Fair

- vi. 1/18 - Joe, Alli and Sarah went to HS to meet key staff: principal, vice principal, counselors, secretaries, etc.
  - vii. 1/31- HS PTO Meeting in HS Library at 7pm- ITAC was on the agenda- Sarah and Bette attended
- c. Training(s) attended (will share any future training(s)/webinars with Coalition to encourage all to consider)
- i. 1/20 – CADCA Webinar for Planning your Capitol Hill meeting - Alli attended
  - ii. 1/31 to 2/3 - CADCA Forum – Sessions attended:
  - iii. 1/31 – The Power of the Personal Narrative: How we reached over 10,000 students
    - 1. Training Up Staff and Volunteers
  - iv. 2/1 – Building a Network of Support for LGBTQ+ Youth – Prevention from CORE
    - 1. Marijuana: Evidence, Policy Evolution & Effects
    - 2. Substance Use and Mental Health Stigma - NYS region meeting
  - v. 2/2 – 2021 Got Outcomes! Best Practices for Evaluation
    - 1. Capitol Hill Conference call with the office of Senator Kirstin Gillibrand
    - 2. Capitol Hill Zoom meeting with the office of Senator Chuck Schumer
    - 3. Capitol Hill Zoom meeting with the office of Congressman Chris Jacobs
  - vi. 2/3 – Data Walk: An Innovative Way to Engage the Community in Assessment
    - 1. Building your Coalition on Sound Business Practices
    - 2. Embracing Microlearning in your Coalitions
  - vii. Narcan Training available from ECDOH: available over next 3 months (see flyer)
  - viii. 1/27 Cannabis Conversations Webinar – Alli attended (more dates available – see flyer)
- d. EC Sheriff’s Department Collaborations:
- i. Yellow Dot – Sarah has reached out to all local Senior Centers (Elma, Wales, Marilla & East Aurora) to schedule the yellow dot training. Marilla Senior Center is pending for April 8th, Sarah to follow-up with the other centers.
- e. EA Chamber of Commerce Collaboration: February 17th - Deputy Dan to present TIPS Training summary to the EA Chamber Business Tourism Council
- f. Sarah created a survey for coalition meetings time/day/place and other activity ideas. Will send to coalition via email on Typeform
- g. Pizza Sticker Shock campaign – collaborated with Alden SAC, purchased stickers from Elma Press
- i. Collaboration with Alden Substance Abuse Coalition with monthly info graphic posts
    - 1. Brownies, LEOS (EA), Del Aureo’s, Pasquale’s, Aurora Liquor, Reeds Liquor, Santino’s, Delizia’s, Elma Liquor
- h. We’ve been using Mail Chimp for email blasts, any concerns or questions?
- i. January Coalition Meeting – Snack & Chat, January 19th
- i. Promotions: health classes, journalism/government classes, emailed Middle School Principal to ask to send the info to all Middle School families, emailed

Nora Specht about emailing to high school families, posting to school sign/website/Facebook, printed flyers for distribution in middle/high school, emailed Sue Czech

- ii. Promotions: Church youth groups; Crossroads, Wesleyan EA, Baker Methodist, ICS, Nativity, I-61, Marilla Baptist, Grace Comm, Lovejoy, Alden Mennonite, Annunciation, Elma Methodist, St Gabriel's, Marilla Methodist, St Nicodemus Lutheran. Emailed youth/parents etc. that signed up at previous events (SGB, Meet & Greet etc.) – asked SGB to act as ambassadors and recruit peers to attend
- j. 17 youth and 21 adults attended the meeting, the speaker from KEDS, Mario Hernandez, was well received, we had pamphlets and other resources available, lots of prizes, and pizza!
  - i. Total Number of Surveys received- 16
    - 1. Identified as: Youth-6
    - 2. Community Member-3
    - 3. Community Member/Youth-2
    - 4. Community Member/Youth Leader-1
    - 5. Community Member, Parent-2 Community Member, Parent, Grandparent-2
- k. Ice-Skating Event – February 22nd, 2.30-4.30pm EA Rink-
  - i. Drinks
    - 1. Hot Chocolate
    - 2. Coffee
    - 3. Water Bottles
    - 4. Carafes, cups, napkins, spoons, cream, sugar
  - ii. Boxes for canned goods
  - iii. Spinner
    - 1. Prizes
    - 2. Pens, pencils, left over gift cards (if possible), clips, sanitizers, frisbees (whatever we have left)
  - iv. Extra masks
  - v. Clip boards for check-in and more information
  - vi. Tickets for the first 30 to receive ITAC hats
  - vii. Promotions: emailed Bryan from the BEE, Nora Specht to send an email to all staff and district wide, Principal Ginestre mentioned it in his “robocall” update on the Friday 4/4, emailed Tracey from the BGEMW, emailed the principals from the primaries, middle school and high school, as well as the secretaries and VP’s, emailed Sean Cunningham to put in the calendar in the Elma Review and EA Advertiser, EA Advertiser included “public skates” in their WinterFest advertising post 4/3, collaborating with the EA Recreation Department WinterFest (putting the event in their insert – opportunity for paid ad as well\*), emailed Glenn Colton and Mr. Duttweiler from Immaculate Conception EA,

connected with Victoria from the EA Chamber and is on their website, placed an order for posters to hang up (EA Rink, School buildings, etc.)

- l. DFC Progress Report Due 2/25/2022- update – progress thus far
  - m. Continuation Grant Released March 4- Tentatively Due April 5, 2022
  - n. Published Newspaper Articles, Promotions and Notices – since 12/15
    - i. January:
      - 1. East Aurora Bee: Sector Spotlight: Healthcare Professionals 1/6
      - 2. East Aurora Advertiser: Sector Spotlight: Healthcare Professionals 1/6
      - 3. Elma Review: Sector Spotlight: Healthcare Professionals 1/6
      - 4. East Aurora Advertiser: Snack & Chat Notice and Calendar listing 1/13
      - 5. Elma Review: Snack & Chat Notice and Calendar listing 1/13
      - 6. East Aurora Bee: Snack & Chat notice in Spindle Items 1/13
      - 7. East Aurora Advertiser: Photos from Snack & Chat 1/27
      - 8. Elma Review: Photos from Snack & Chat 1/27
    - ii. February:
      - 1. East Aurora Advertiser: ITAC Welcomes New Steering Committee Members 2/3
      - 2. Elma Review: ITAC Welcomes New Steering Committee Members 2/3
      - 3. East Aurora Bee: ITAC Welcomes New Steering Committee Members 2/3
      - 4. Elma Review: Iroquois Middle School Drama Club – paid ad for Aladdin 2/3
      - 5. East Aurora Bee: Spindle Item – Winter Wonderland Ice Skating Event 2/3
      - 6. East Aurora Advertiser: East Aurora High School Drama Club – paid ad for SHREK 2/10
      - 7. East Aurora Advertiser: Ice Skating Extravaganza in the Calendar section – 2/1
9. Virtual Health Fair
- a. Haven't been able to hold one in-person since 2019 due to COVID
  - b. Talked with Gwen Bork, Director of FOCUS, they do a virtual health fair
  - c. Horizon – Colleen Babcock (SAC) works at Horizon
    - i. Cannabis and brain development – potentially April, zoom
    - ii. Anxiety and Depression
      - 1. Zoom, but also in-person at Alden high school, May 2nd
10. Collaborating with Amherst Task Force – a messaging campaign to align with WNY United about safe disposal and safe storage
- a. Need to apply for the grant, get the youth involved, stickers, magnets, banners, brochures etc. In the next 3 weeks.
  - b. High Reach Outreach
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**“Parking Lot” Items**

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1. TIPS training – ideas for businesses to approach/target
  2. Yellow Dot Program at Senior Groups – EMW and EA
  3. Breast Screening event with ECDOH, Windsong Bus, Pink Cow – June 3rd
  4. Bee Sector Spotlight - we will create a form for future sectors to highlight
  5. Welcome Packet for New Members
  6. Black Balloon Day sponsored by ECDOH- March 6, 2022
  7. WNY PRC Regional Youth Leadership Summit- Date to be determined
  8. KED Summit – April 7, 2022- connect with MS/HS folks/clubs
  9. Senior Slow Roll /Senior Celebration
  10. Tall Cop initiative with Alden Substance Abuse Coalition
  11. National Drug and Alcohol Facts Week- 3/21-3/27
  12. April is Alcohol Awareness Month in New York State as proclaimed by Governor Hochul
  13. Maryvale HS Health and Wellness Fair- 3/23- invited to have a table
  14. National Drug Take Back Day- April 30th (Last Saturday in April)
  15. National Anxiety and Depression Week- First week in May- May 1-7
  16. March 7th - PRC/Dawn to train new SC members on Coalition 101
  17. 3/24-KED presenting in the MS to 8th graders- time to be determined – hopefully will be in person
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**Respectfully Submitted by: Alli Pelletreau & Sarah Sterlace**