

**Together for Jackson County Kids  
Coalition Meeting Minutes  
Thursday, August 21st, 2008  
UW-Extension office  
3:30pm-4:45pm**

**Present:** Patrick Guarino (BGCJC), Monica Lobenstein (UWEX), Terry Greendeer (HCN), Danielle Johnson (DFC Staff), Lisa Hodge (DFC Staff)

**Meeting called to order:** 3:30pm

**Introductions-** Introductions and welcomes were done around the table.

**Previous Minutes-** Approved

**Town Hall Meeting Update-** The Town Hall Meeting held on August 4<sup>th</sup>, 2008 was a success with the wonderful speakers that took part...Nick Lee from Behavioral Health, Terry Greendeer from the Ho-Chunk Nation, Michelle, Schoolcraft from JC DHHS, Duane Waldera-Jackson County Sheriff, Ben Hodge-youth, and Monica Lobenstein as Moderator. The downfall of the meeting was the low attendance. We did manage to get the attention of the new judge, the BRF High School Principal, and the Jackson County Chronicle. Discussion took place concerning ATOD resources in Jackson County, parental issues, ATOD issues as a family history, law enforcement issues and successes, and youth opinions.

At this meeting, it was decided that TFJCK should host another Town Hall meeting during Red Ribbon Week, which focuses on ATOD issues and promotes an anti-drug message. We will pick a date and time, round up volunteers, and get the media heavily involved in hopes of recruiting a larger audience. We will also use the names from our follow-up list that was started at the original Town Hall Meeting. More information will be reported as planning takes place.

**Youth Focus Group-** It is that time of year again where TFJCK has to begin the process of spending-down the money that is left in the DFC Grant. This money must be spent or invoiced by September 30<sup>th</sup> or it will be lost. For the last couple of years, the coalition has used some of this money to erect a billboard in BRF that will increase the visibility of the coalition. This year the idea is to again design a billboard that will increase our visibility but with a bit of a twist. We will form a youth focus group to design a "Positive Social Norms" billboard. This will promote a positive message such as "89% of youth in Jackson County DON'T DRINK, let's make it 100%", or "Did you know that 92% of kids in Jackson County DON'T SMOKE? It's NOT KEWL!". Lisa will ask Ben to be a part of the group as well as Monica with the 4-H youth. We will encourage them to bring lots of friends with the incentive being "bragging rights" on the billboard for everyone to see. We will set a date for the first meeting and Lisa will contact Collins Outdoor Sign Co., for availability and cost.

**Family Day, Sept. 22<sup>nd</sup>**- It was decided that we will promote Family Day this year without running the essay contest. From past experience, the essay contest has not had good response from the public. This year we will put articles in the papers, send email to membership and the community list serve, hang flyers, and distribute Family Day brochures.

**Red Ribbon Week, October 27-31-** In the planning of Red Ribbon Week events, the coalition has decided the following ideas...

- *Sidewalk Chalk Activities-* Lisa will contact Mara (per Patrick) to plan a day to take the BG Club youth and write anti-drug messages on the sidewalks in downtown BRF. We will give the kids red helium ballons to carry. For the entire week, the TFJCK banner and the new Red Ribbon Week banners will hang over Main St. Lisa will also contact City Hall to get permission to do this activity again as we did last year.
- *Theatre-* Danielle will check with the theatre on rental costs and availability. We may be able to have a movie night with food and ATOD discussion after the Sidewalk Chalk activity.
- *Town Hall Meeting-* We will host another Town Hall meeting during Red Ribbon Week in hopes of getting better response from the community.

**Coalition Retreat-** Discussion was held at this meeting to possibly change the meeting schedule a bit. The Leadership Team meeting schedule would remain the same but the regular TFJCK meetings would be held quarterly instead of monthly. Lisa will email members for feedback on this new idea. The hope is that we could make the

meetings bigger and do some networking and provide meals (potluck). Maybe get more organizations involved and look at programming, resources, activities and duplications.

**August Meeting Topic** – Retreat, Red Ribbon Week

**Miscellaneous** –

**Agenda Items for LT meeting-** Spend down, Town Hall, Red Ribbon Week, Family Day

**Meeting adjourned:** 4:45pm

**Next Meeting Date:** Thursday, September 18<sup>th</sup>, 3:30pm, UW-Extension Office

Minutes respectfully submitted by Lisa Hodge