

**Blaine County Community Dug Coalition  
Governing Board Minutes  
May 21, 2009**

Present at this meeting were the following Governing Board Members: Mark Ingram, Dan Dolan, Tom Bailey, Jim Thomas, Hector Ocampo, Teresa Espedal, Larry Schoen, Holly Carter, and Terry Basolo.  
First 20 minutes were filmed by PLUMTV for upcoming ad campaign footage.

Not present: Nancy Kneeland

**COALITION INFRASTRUCTURE**

- Minutes for February, March and April were approved with no changes.
- GB met without Terry to discuss his semi-annual performance review. The review is attached for reference.
- GB and GC meetings will be cancelled for July. If E.D. needs assistance or consultation for any GB business (i.e., Sun Valley Road Rally) he may convene members of the Board during July.

**ESTABLISHING YOUTH, FAMILY, AND COMMUNITY OUTCOMES**

- E.D. submitted a grant request to SDFS for monies to support the keynote for the fall conference, monies for a winter conference, and for our media campaign. SDFS of Idaho is under close scrutiny for its funding practices. Wendy Jaquet has raised concerns and wants closer scrutiny of the process. As a result, the head SDFS for Idaho did not think our media campaign would be supported, as he believes it cannot be accurately measures, and thus was not funded. Monies for both conferences were approved.

The G.B discussed the effectiveness of our media campaign – are there metrics associated with our campaign? Should we measure the responses to and effectiveness of our various media efforts? Maybe teens do the measuring, maybe we have focus groups, maybe C.S.I. can provide some support? Topic to be continued.

Our theatre ads continue to be a challenge. Holly is not hearing back from the marketing company with whom we have the contract for our theatre ads. We discussed not renewing the contract with them and will try to move the BJAG money allocated for theatre ads to our PlumTV campaign. To be discussed at length at the June meeting.

- We have secured Dr. Stuart Brown, founder of the National Institute for Play, as the keynote speaker for the conference. Date to Saturday, November 7, 2009, in partnership with The Community School. Erin and Terry to continue to work out details with The Community School and with our conference sub-committee.

We had an initial discussion about the concept of the winter conference. Leaning towards having that conference be focused specifically around drug and alcohol issues. Dr. Lynn Hankes has been suggested as a keynote, as has the U.S. Drug Czar. Discussion to be on-going.

- E.D. showed us an example of a pamphlet from the Treasure Valley Drug and Alcohol Coalition as something similar he would like to have us create. He will have the media/messaging sub-committee work on such a pamphlet.
- St. Thomas Playhouse is performing the play “Suburbia” that encompasses socio-economic, race, and drug and alcohol themes and would like G.B. representatives on a panel for a special forum they are hosting after the Saturday, June 20<sup>th</sup> performance. Teresa, Larry, and Mark agreed to be on the panel.

## **RESOURCE ASSESSMENT**

- Financial report is attached.
- Terry and Holly may be taking a QuickBooks course at C.S.I.
- We will utilize some monies we transferred from last year’s BJAG grant to update the website. The media/messaging sub-committee will assist where needed. We want to have the opportunity to post ads, collect donations, and E.D. will have an email associated with the site.
- Terry received signatures from Teresa, Tom, and Larry for the Spending Policy.
- G.B. approved payment for a bill from JE Sweek for painting of the new BCCDC office.
- We have submitted an insurance request for coverage for the Sun Valley Road Rally which is pending. The state has generally approved the concept and the road plan, but still need to approve the narrative portion of the plan. E.D. meets regularly with All Seasons Event Planning and they will use other road rallies as models for ours.

E.D. requested that we do not host a dinner that night, as planned, but we host a lunch at Baker Creek instead (under a tent). This option allows for people to remain at the site of the rally, instead of traveling back to Hailey for an evening event. G.B. agreed this was an excellent idea. We have received 2 bids for catering.

The day starts at 6:00 am, the morning of, for safety checks and presentation of rally guidelines. There will be a parade of cars to the rally site, race begins at 9:30 am for approximately 3.5 hours (30 cars), lunch starts at 1:00 pm, with 2:00 pm awards. Spectators will need to pay a fee to watch.

Signage for the roads needs to be discussed. It was suggested that we use the Sheriff’s office’s electronic, mobile highway signs beginning the day or so before the race. The road will only be closed for 15 minutes at a time. We discussed handing out some sort-of gift/trinket to those people waiting for the road to open.

Larry expressed concern about the rally being on the same day as the Blaine County Fair. There was no action taken.

We have a contract from All Seasons Event Planning that will be reviewed by Jim Thomas. We have already been billed for \$1,237.50 and we moved to pay that bill (Teresa moved, Larry 2<sup>nd</sup>). The total estimate for All Seasons is \$5,500.

We discussed at length the logo for the rally, with concern about the “no speed limit” verbiage. Does the statement of no limits that send the wrong message? Should we just have the number 65 with a line through it? The group agreed that as this is a special event we could make an exception to the message we are sending. Logo to remain.

## **SELECT AND IMPLEMENT PROGRAMS, PRACTICES AND POLICIES**

- BBBS implementation is moving slowly in terms of finalizing paperwork. We are still waiting for their Board to approve the changes we made after meeting with their representatives. The expectation is for approval at the end of this week.

Clarification on some of the expense figures are as follows:

\$27,000 capital reserve request is a national requirement, representing 3 months of operations.

\$20,000 supervision costs – this figure was picked out of the air

BBBS would hire a part-time fundraiser and we have asked that that person be Terry.

The expectation is that one-year from now BBBS of Blaine County is its own organization – not under the auspices of the BCCDC, but with some cross-over board representation.

## **GRANT AND FISCAL MANAGEMENT**

- The recovery grant was submitted by E.D., representing \$100,000 for 3 years.

## **EVALUATION METHODS**

- E.D. met with Drs. Lewis and Barber about the climate survey results. They agreed to have the school district fund the survey annually and they also agreed to fund the Assets survey for 2010. We can share data, ie “co-own” the data with them, but they requested that we frame the dissemination of the results as a “community issue”, not a school issue and that we are clear that the surveys are based on youth “perception at the time of the survey”.

Larry suggested that the panel members for the forum for St. Thomas’ play have an opportunity to review the data again in preparation for the discussion.

Tom suggested we prepare a release for the press in partnership with the school district and suggested we meet with Kate Heinicke to discuss.

E.D. met with Jerry Hutchinson from the school district and he offered to create a data base to store our survey data.

Hector asked if we have ever given a survey to the teachers to ask them their perception of youth behaviors and our cultural norms in Blaine County (as it relates to drug and alcohol use). We have not ever done such a survey, but agreed that it could be useful.

- We discussed giving a drug testing presentation to the school board and decided that starting with IDFY, where drug testing is voluntary, might be a better place to begin with the school board. The school may be more open to it if it is voluntary – Dr. Lewis will talk to the school board about it. We discussed waiting until the new school board members settle in to their positions before re-approaching.
- Teresa moved to approve the general coalition meeting agenda. Hector seconded, all approved.