



Strategic Prevention Framework State Incentive Grant (SPF-SIG)

Minutes

Office of Youth Development Bldg.

January 10, 2008

11:00 – 12:30

Vision Statement: To recognize that alcohol, tobacco and other drug abuse is a serious social and public health issue that when addressed will create a climate of healthiness and community wellness for all of Lafayette Parish.

Expected Outcomes:

Approval of Minutes - completed

Acceptance of any additional MOUs – two accepted - completed

Presentation of results from tools 2, 4, & 5 (should be tool 6)– completed

Understanding of SPF-SIG, Logic and Public Health Models as it applies to this coalition - completed

Discussion of next assignment - completed

I. Call to order: Meeting was called to order by Project Director, Kelly Mouisset. Quorum present (14 out of 20 voting members present). Motion to accept minutes from December 13th meeting and to dispense with the reading was made by Linda Anson and seconded by Keler Williams. Motion passed.

Introductions: Those in attendance were as follows (**BOLD** represents Memberw): Allyson Kelly, **Brian Burton, Donna Jones, Glenda Rader, Keler Williams, Kelly Mouisset,** Kristy Fusilier, Lakeisha Forbes, **Linda Anson, Linda Boudreaux, Lindsay Trahan, Marie Collins,** Mike Hoffpaur, Monique Reno, **Pat Taylor, Patty Thomas, Robin Barry-Olivier,** Sharon Landry, Amanda Medus (for **Tommy Faulk**), **Tim Melancon, Tonya Ball,** Vallian Senegal, Claude Devillier (23 in attendance)

Housekeeping issues: Kelly Mouisset requested that everyone respond promptly (RSVP) to the coalition meeting invitation so that an accurate count can be obtained. There is a set amount per person that can be expended on the meeting refreshments and the RSVPs would set the amount that she is eligible to spend.

II. Old Business:

MOU: Deadline to receive signed MOUs is 1/31/2008. Only those agencies that sign an MOU will be allowed to vote on issues within this coalition. Lafayette Addictive Disorder Clinic and Region IV Office of Mental health submitted MOUs at meeting. LCG departments, The Extra Mile, Region IV and Zelma Charles submitted MOUs prior to this meeting and have been executed.

REVIEW OF TOOLS: Review of Tool 2 – Establishment Observations

The spreadsheet attached to meeting packet shows the surveys that have been completed and those that are still pending at this time. All of the off- premise establishments originally assigned have been completed. There are several on-premise listings that still have not been completed as of today's meeting. There are three that will be turned over to the Police Department for assistance, one that has never been assigned (The Wild Salmon), one that was closed, Crawfish Time, but has since reopened and can now be completed, and 5 that were selected by Ben

Berthelot on behalf of Gary Haynes and Brian Pope that are still pending. Kelly was informed that the City Marshal's office will not be able to complete the surveys due to the fact that they are law enforcement officers and would be forced to "act on" any issues within the clubs while they were there. They could not simply enter, survey and leave. Brian Burton with SWLAHEC has offered his staff to complete any surveys that are pending and complete the listing of the additional surveys that the coalition requested be done within the parish and smaller communities. Brian Burton will meet with his staff Monday at 3 and will assign any pending surveys at that time. Kelly will follow-up with those that still have pending surveys and determine their status. These tools must be completed and data compiled to present in Baton Rouge on January 28th. All of those surveys that were completed were compiled and presented to the coalition within the meeting packet. This data can now be shared with other agencies. Some specifics that were of interest in off-premise establishments were mini kegs, singles in oversized servings for sale (16 out of 20) as well as inexpensive wine (17 out of 20).

Listings of the additional surveys we need were also discussed. Linda Anson offered to complete the Exxon and Shell station surveys. The Plaza that was listed has since shut down and is open only for private parties at this time. Brian stated his staff can do these additional ones as well. Local towns were called in order to ensure we had everything covered within the parish as well. Most stated they had no real concerns. Scott did mention that most of their business is older crowds (Que Time) except for the new Mexican restaurant in the shopping center in Scott that offers Karaoke night. Brian will add this one to the list that his staff will complete. Linda requested that we also look at drive thru daiquiri places. We did complete a survey on the Shack Attack and also had the Daiquiri hut on our list but it is closed for remodeling. No additional drive thru establishments was added to the list.

Tool 4: Billboard Counts. Total number of billboards was 1002; 76 were direct alcohol ads such as Taaka Vodka, Budweiser, Crown Royal, or restaurants that had bar in their name, 47 were indirect such as casinos, Evangeline Downs, restaurants, and gentlemen's clubs. A total of 7.5% of the billboards are alcoholic, 4.7% are indirect, 87.7% are non-alcoholic. There are also many that actually counter alcohol use but these were not counted. Donna Jones with the National Guard and member of the Prevention Systems Committee will make note of this to discuss at the state level to see if anti-alcohol ads should be counted in the future. MADD had 2 billboards up that were recently moved and alcohol ads have been put in their place. Lamar does donate space to them and they are at the mercy of Lamar when it comes to where their billboards are located. Location of alcoholic billboards was also discussed. The plotting of the alcohol billboards is not complete, but there are many on the main roads into Lafayette. When a visitor comes into Lafayette from the airport they will find two of the largest alcohol billboards on the Thruway near Pinhook next to the drive thru daiquiri establishment. There are also 5 coming from I-49. Even though only 7% of the billboards are alcohol ads, the placement of these billboards make it seem as though there are more. Kelly stated that Lafayette Consolidated Government (LCG) officials have been concerned with the perception of Lafayette and this should be something addressed at some point even if LCG has no control over who advertises with Lamar. The timing of our billboard count was also discussed. A set timeline to gather this data was given to the coalition by the state. Most of the signs that are alcoholic will probably remain alcoholic throughout the year. The ones that change are the ones that are truly seasonal such as gifts for Christmas might be swapped for gifts for Valentine's Day. Many of the other SPF-SIG parishes had similar numbers. The LCG GIS department will be working with Kelly to make the gathering and plotting of this data easier for next year. Actual addresses of each location are needed which will be somewhat time consuming to get it done for this year, but will aid in the process for next year.

Tool 6: Conviction Rates for 2006. This has been a difficult tool to complete. The Lafayette Parish Sheriff's Department is having some difficulty getting the information requested as is

many of the other SPF-SIG parishes. The main problem is that many agencies do not communicate with each other. Some agencies have no way of pulling this data from their records. The LPSO has tried the DA, Clerk of Courts and City Court to get this data but has been unsuccessful. Kelly will get with the PD and see what he has been able to do and see what else we can do to gather this data. Tim Melancon stated they faced the same difficulty when setting up the ATAC division and tried tracking records. They actually became a sort of “clearinghouse” for tickets and then they were able to track the information needed. This might be something the coalition addresses as well. Donna Jones stated that communication and sharing of data was difficult at the state level as well, but they have been able to work through this at the state level. Final outcome: Kelly will get with PD to see what they have been able to get, then will meet with Tim to determine other options as well as attempt to reach Gary Haynes to discuss his progress with this tool.

Next Meeting date was brought up for discussion. No motion was made to change date; therefore it will remain 2/14/08.

New business: Presentation of Public Health Model was given. Presentation of the SPF-SIG and Logic Model were given as well. Handouts of the presentations were included in the meeting packet for review.

Additional documentation was included in packet from Communities Mobilizing for Change on Alcohol (CMCA) and from the CORE results from ULL. Lindsay Trahan with CMCA discussed her handouts. Her one on one surveys are very similar to our surveys that we are working on. She has been able to meet and interview many of the bar owners downtown. She stated that many spoke openly about issues downtown and showed her fake IDs that were taken, but they were reluctant to put their name on the interview forms. The CMCA does meet monthly on the last Friday of the month and anyone is welcome to attend. They are beginning a new sticker program as well that will bring more attention to alcohol issues within Lafayette. The more attention issues surrounding alcohol are given the better off our whole community will be. Example of the success of the tobacco movement was used to show how much change is possible.

- III. Homework:** Brian’s staff will complete the remaining surveys. Kelly will follow-up on the statistics tool. Next month we will be reviewing the parish profiles provided to us by the state. ☺
- IV. Evaluations:** Thank you to everyone who completed the evaluations from the first meeting. Some of the comments were to start at 11, provide name tags, provide enough seats for everyone, and a lighter meal. These were reviewed and implemented at this meeting. Any suggestions that can help make these meetings more effective are greatly appreciated.
- V. Next Meeting:** February 14, 2008 (second Thursday of the month) **Meeting will be held at the United Way Office, upstairs conference room, located at 215 E. Pinhook in Lafayette**