



The Knowledge Effect

Minutes

2100 Jefferson St. Bldg B

June 11, 2010

11:00 – 12:30

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.

Call to order by Kelly Mouisset, Introductions: Danny Dardeau, Denise Antoine, Glenda Rader, Greg David, Jackie Rose, Jacob Corbell, Kelley Peterson, Leigh Petersen, Linda Anson, Linda Boudreaux, Marie Collins, Monique Reno, Cindy Savoy, Time Melancon, Joey Graciana, Pam Kreyling, Paul Taylor Sr., Kurt Petrey, Rikki Manahan, Rachel Godeaux, Dawn Diez, Pacience Smith, Linda McIntyre, Shais Chaddick, Paul Taylor Jr. (26 in attendance).

May minutes were corrected and motion for approval of corrected May minutes to be accepted by Rikki Manahan, seconded by Greg David. Minutes were approved.

Old Business

- The LCG – LA Highway Safety grant was funded. The request was for \$45,000, but not sure if coalition will receive all of requested funds. This grant request was to fund the DWI bus, DWI checkpoints, and youth activities. The coalition desires to coordinate activities with the SADD groups.
- We will receive word on the Drug-Free Community Grant in August. Noted that the federal Drug Free Funding may be cut from the budget, so the request is that communities and individuals “lobby” for continued funding. There was discussion about whether the coalition can write a letter, listing the membership of the group and send it to Mary Landrieu. Linda Anson moved that Kelly Mouisset write a letter to Sen. Landrieu on behalf of the coalition. This motion was seconded by Cindy Savoy.
- Discussion about the increase in substance use/abuse because of the loss of employment/income caused by the oil spill.
- Rikki Manahan presented the new website for the coalition: www.theknowledgeeffect.org. It is now complete, but will need upgrades and additional statistics periodically. It includes a quick link to report underage drinking and/or sales. There are links that will be of interest to parents and youth as well as “social-norm” quotes and facts. There is a need to add a link to the youth page regarding the state conference. Also, agencies with current MOU’s are encouraged to send their logo/link to agency website for inclusion on the site as a member agency.
- The coalition was planning to pay to air a 30 second PSA before every movie shown in a Screen Vision theatre in Acadiana. However, Screen Vision nullified the contract because

they deemed the content too “preachy”. The discussion centered on the possibilities of looking at other theatres that are not operated by Screen Vision. It was noted that MADD (in Baton Rouge) has a 1 year long contract in RAVE theatres. It was also suggested that perhaps we could make minor changes and present an ad that would be considered less “preachy”. Kelly will email to find out what was considered too preachy about it. There is some concern about changing (in any way) an ad created by a young person for this purpose.

- Kelly has the paperwork to trademark the logo and name of the coalition. It was suggested that these be trademarked.
- MADD State Conference – funded by Highway Safety – will be Aug. 27-29 at the Crown Plaza in Baton Rouge. They will feature nationally known speakers and are hoping for 300+ youth. The theme will be “Under the Big Tent” (circus theme). The fee is \$100 – which covers the hotel stay for 2 nights and all meals. They are currently looking for workshop leaders for both the youth and the adult “tracks” at the conference. It was noted that Kelly will present on the Lafayette Mardi Gras Alcohol-Free Zone. Brochures are being printed and will be mailed out. If someone is interested in registering now, Cindy Savoy has them. Kelly will get the registration forms and email them to everyone. There will not be a “vendor fee”, so if someone is interested in booth space, they can contact Cindy Savoy.
- Paul Taylor, the St. James Parish project director announced the youth conference that will be held in St. James parish July 22 & 28. Kelly will present on Alcohol-free Mardi Gras zone. Other guest and motivational speakers will be there, as well as the ninjas.
- KEYS- Just completed (today) a mass mailing to churches and youth groups in order to recruit new members (9th-12th graders) from a variety of grades and schools. No youth meeting date has been set yet. The KEYS group will plan to attend the MADD state conference.
- Kelley Peterson announced the LaCHIP Back to School Bash – July 24. Domingue Recreation Center. If anyone is interested in attending, please let Kelley know.
- Kelly Mouisset and Rikki Manahan updated the group on the Congratulation Cards distributed to high school graduates. The distribution was a bit difficult because youth were looking at the card and then dropping them on the ground, creating litter. Kelly, Rachel and Rikki picked up the cards, but were banned from continued distribution on Cajundome grounds. Other cards were distributed in packets given to graduates and at the tunnel of the parking lot. Despite the difficulties, approximately 2000 cards were distributed and every high school (except Comeaux High) received the cards in one way or another. Ideas for this project next year include hanging a banner rather than distributing individual cards.
- Kelly reported that the media company SIDES & Associates had not sent the DVD with the PSAs. Copies of the print ads were distributed for member review. These will be in the local papers soon. For the TV ads, we’ll need to pick a favorite. By laws were consulted to see if we can vote by email. Votes must be “live” and the membership must be notified prior to the meeting at which the vote will occur. Because it is in the June agenda, the membership has been notified. Kelly will post these videos and then email and call to get our votes.
- Training Committee update: Training with Donna Jones (National Guard) on the ropes course will not occur until sometime in the fall of 2010.

- Action Plan

- Stay on Track: We will be pulling out of three schools as; Mr. David Greg will handle N. P. Moss, Carencro and East Broussard School. Stay on Track training will be held June 15, 2010 8am-12pm. Contact Kelly Mouisset if interested in being trained.
- Court Monitor: They are still tracking statistics and working on the database.
- Compliance Checks: There has been a change of personnel in Lafayette, so compliance checks have not occurred in the past few months.
- ATAC update: There were 75 OWI arrests in May. This brings the 2010 year-to-date total to 270. This is higher than last year, but there is an additional officer, so more arrests are possible.

No New Business Discussed.

Kelly Mouisset asked that coalition members completed the evaluation form attached to the agenda.

Next meeting will be held on July 8, 2010 at 2100 Jefferson St. Bldg B from 11:00 – 12:30