



## The Knowledge Effect

### Minutes

2100 Jefferson St. Bldg B

November 9, 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

Attendance and Introductions: Maxine Hamilton, Pam Kreyling, Missy Graves, Whitney Bourgeois, Kelly Mouisset, Rikki Manahan, Rachel Godeaux, Dawn Diez, Pacience Smith, Linda McIntyre, Aaron Williams, Donna Jones, Greg David, Jackie Rowe, Jacob Corbell, Nick Hernandez, Leigh Peterson, Marie Collins.

Motion for “October Minutes” to be accepted by Greg David, seconded by Marie Collins. Motion passed.

#### New Business

- Kelly reminded the coalition that nominations for chair, co-chair, and secretary are still being accepted and can be emailed to her.
- Pam Kreyling shared a report on Binge Drinking from CDC sources.
- Jackie Rowe gave a report on the alcohol social norming campaign that will be conducted by SWLAHEC in all the high schools, Project SNAP (Social Norming for Alcohol Prevention). On Nov. 18<sup>th</sup>, 9:30-1 there will be a course called “Social Norming 101” and anyone in the coalition is welcome. Please RSVP to Jackie at [evaluations@swlahec.com](mailto:evaluations@swlahec.com) because lunch is provided.
- Maxine Hamilton reported that the School Board’s Caring Community Surveys should be done by April 2011.
- Mardi Gras will be March 8<sup>th</sup>, 2011. The Coalition will provide Alcohol Free / Family Friendly Zone like last year – across from the Federal Court House. There is a need for volunteers, donations, etc. Greg David offered ice and bread. Email Kelly if you or your organization would like to volunteer or donate.
- The Mayor’s Advisory Council will include Youth from the Leadership Lafayette and KEYS. Three KEYS members will serve on this council. They have met with the mayor once and will meet again on Nov. 15. One concern raised is that there is no place for 18-20 year olds to go that isn’t selling and serving alcohol. Jacob Corbell reported that AMPT was closed for underage drinking citations (they had 153 citations in one night!).

- SOT training will be Nov. 10, 2010 at 8am at the Vermilion Conference Center. PE teachers are being trained. There are now 9 schools participating.

#### Old Business

- Media - The subcommittee will meet with SIDES again. Commercials have been selected. All material will be presented at the next coalition meeting. They are considering another PSA contest that involves children in creating the PSA's.
- Go-Cup Ordinance – the ordinance passed. 27 people called Council members in favor of the ordinance. Now there is a fine of up to \$300 if a person has a go-cup in the designated areas.
- KEYS – meeting Nov. 9th. Gearing up for Mardi Gras 2011. Also will start doing compliance checks soon.
- Training – Kelly has been looking for information on evaluations and will report back soon. Also trying to support and partner with the new “stop bullying” programs in the local schools. Marie Collins shared about the [www.bullyingstopswithme.org](http://www.bullyingstopswithme.org) website.
- Action Plan Updates – The Court Monitoring Database is “live” now and Rachel is working on getting data into it. Compliance Checks are continuing (Lafayette recently spot checked bar cards and Broussard will start conducting checks soon.) 232-TIPS or the Coalition website are places for people to anonymously report underage drinking. ATAC had no report because Rickey was not in attendance. Kelly distributed and shared about the Implementation Plan handouts.

#### Announcements:

- SurgeFest – Dec. 4 – Free Family Festival (Alcohol Free Event) at Cajunfield. The concert will cost money, but most of the event is free: [www.surgefest.com](http://www.surgefest.com).
- MADD is hosting a poster contest.
- Acadiana Transportation Safety Coalition to plan the State Highway Strategic Plan will meet Dec. 8 – location TBD.

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

***Next meeting will be held on December 9th, 2010 at 2100 Jefferson St. Bldg B from 11:00 – 12:30.***