



The Knowledge Effect

Minutes

2100 Jefferson St. Bldg B

May 13, 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: Rachel Godeaux, Pam Kreyling, Elizabeth Lamond, Denise Antoine, Glenda Rader, Jackie Rowe, Janeice Armes, Kelly Mouisset, Linda Boudreaux, Lori Guidry, Marie Collins, Monique Reno, Ricky Rees, Tommy Faulk, Tim Melancon, Kirk Trahan, Linda Anson, Cindy Savoy, Linda McIntyre, Dawn Diez, Pacionce Smith and Kelly Peterson (22 in attendance).

Call to Order. Motion for “April Minutes” to be accepted by Marie Collins, seconded by Linda Anson

Old Business

- KEYS- The goal is to recruit new members (Teens). We are working on an outreach to recruit new members (teens). There is an application process however; we really have to accept the kids that volunteer.
- Build Board Committee update: “21 for 21” was a success. Our Ninja’s “Rikki Manahan and Rachel Godeaux” did a fantastic job. Over 200 people signed up for prizes and more information regarding the campaign. The Hope Alive host site opened at 10:00am and over 500 kids and adults enjoyed a *Basketball tournament that was presided by* University of Louisiana at Lafayette. Other activities included: “Mock Crash” and over 50 kids tried the Impaired Goggles, Music, Karaoke, Crash Course Video and the new “Knowledge Effect” Field Sobriety Test. We want to thank all of the volunteers: the ATAC officers, Lafayette Sheriff’s Department, Lafayette Fire Department, Lafayette Police Department for their generosity and commitment to the campaign. Kelly Mouisset commended the Coalition members who volunteered: Ricky Rees, Marie Collins, Jackie Rowe, Glenda Rader, Linda Anson and Janeice Armes. Overall it was a great campaign and Rikki Manahan is putting the data in and will give the coalition an update at the next meeting.
 - Ricky Rees told coalition members that just after he left the “21 for 21” event he had to respond to a possible fatality. It involved 2 adults that had their seat belts on and an 8 year old boy in the back seat without a seat belt. The adults with the seat belt were fine, the child went through the back seat window and ended up in ICU with a broken jaw, swelling of the brain and ruptured eye socket.

- The Coalition discussed taking a stand on the issue of youth ages 18-21 being allowed in bars and the issue regarding “To Go” cups that are given to customers who go to drive through Daiquiri establishments. Enforcement concerning these issues has been difficult since 1986. Ricky said it boils down to revenues and changing several ordinances.
- Training Committee update: The “Cultural Competency Workshop” was held on April 26, 2010 by Dr. Murelle G. Harrison, Ph.D. Forty (40) people attended the workshop and Kelly Mouisset said it was very informative and enlightening. Denise Antoine said she enjoyed the training and the workshop was very good. Rachel Godeaux commented on how informative the topic of immigration was.
 - The Ropes course is delayed due to the fact that Donna Jones is working on the oil spill. We will wait until the fall.
 - The social service “Swap Meet” was a huge success. Over 400 people attended the Swap Meet. Many of the coalition members had booths and participated in the event.
- Court Monitor: Rachael Godeaux explained the difficulties of tracking the conviction rate without the database. She stated that the month in which arrests were conducted does not equate to the number of filings that occur in the court system. There is a process that the arrests must undergo which may take anywhere from two months to two years. The data base is continually improving and will be a key asset in reporting once it has been completed.
- Action Plan
 - Stay on Track: We will be pulling out of three schools as; Mr. Greg David will handle N. P. Moss, Carencro and East Broussard School. Stay on Track training will be held June 15, 2010. We will need back up trainers. Although you may have attended the first training you must be re-certified each year. Coalition members were asked to contact Kelly Mouisset if they are interested in being re-certified for the program.
 - Compliance Checks: Two (2) businesses in Lafayette received a citation that suspended their liquor license. Four (4) businesses had their license suspended for 3-15 days. Three (3) businesses paid a fine due to it being their first citation.
 - ATAC update: Rickey Reese reported that there were 55 arrests which consisted of 43 males and 12 females. Two people refused to take the breathalyzer test. The average test was .136. The highest was .2112. Out of these figures eight (8) were underage drinkers.
 - Officer Ricky Rees reported that the very old “Mobile Command Bus” may be replaced very soon due to the magnificent job Kelly Mouisset did on the grant application (which was done on her own time and on the week-end). The grant was written to the “Louisiana Safety Commission” for a \$450,000.00 DWI Bus. Ricky said: “We should find out the results by the end of this month”. Coalition members thanked Kelly and Ricky for their efforts, as the “New DWI Bus” is greatly needed.

- Coalition members had a discussion regarding parents having the legal right to allow their child to have alcohol in their presence. Our state does not put any age limit on this. If the child becomes intoxicated it is illegal. The majority of the business in Lafayette will not allow this. Enforcement agencies are having a very difficult time in taking this on.

New business:

- Action Plan and Review: Prom “Create Memories Not Regrets” celebrate sober. Over 500 fliers were given out at schools in Lafayette Parish. Teurlings High School students were very excited about the flyers. Joey Dural, President of Lafayette Consolidate Government did a Public Service Announcements related to underage drinking and Proms. There were no fatalities associated with Prom in the Acadiana area this year.
 - Additionally, right before graduation the Daily Advertiser will have ads regarding underage drinking and driving under the influence.
- Coalition members were shown the final drafts on the Billboard, Poster campaign developed by Sides & Associates. There were four billboards to choose from: ATAC is Back, Ninjas, Kids and Alcohol Don’t Mix and the Organ Donor.
 - Kelly Mouisset asked the coalition to vote on which posters they preferred as we need to select two for now. The vote was 10-7 to use the organ donors.
 - Coalition discussed the check points and possible providing some sort of gift for the people that went through the check points and were not impaired. This will be discussed next meeting.

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

Next meeting will be held on June 10, 2010 at 2100 Jefferson St. Bldg B from 11:00 – 12:30