



President and Chair: *Larry Weiss*

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Secretary :*Diane Inch*

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Treasurer: *Amy Fowler*

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Project Director: *Ruby L. Douglas*

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Board Member at Large: *Capt. Elton Blemaster*

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Parents Matter Coalition of Pierre/Fort Pierre
Avera St. Mary's Hospital
5th Floor Conference Room, Pierre, SD
Wednesday, Noon
December 14, 2016

President/Chair Larry Weiss called the Coalition Meeting to order at 12:10

- I. **Introductions:** Larry Weiss (President and Chair), Ruby L. Douglas (CEO/Project Director), Joel Price (Guest – St. Co. School Supt.), Diana Melvin (Business Representative), Juanita Hunt (Guest), Teresa Schmidt (Parent- Avera), Bridget Mayer (Guest), Bob Mayer (Guest), Deedra Gesinger (Guest), Brenda Hemmelmen (SD Library), Jana Spenger (CAC's), Elton Blemaster (Law Enforcement), Michelle Bowman (Substance Abuse), Butch Johnston (Americinn), Amy Fowler (PM Treasurer, Newsletter), Cindy Bahe (Media), Sonja Johnson (Guest-Parent).
- II. **Approval of Consent Calendar and September Minutes.** Motion was made by Diana Melvin to accept Consent Calendar and September Minutes as presented. Motion was seconded by Juanita Hunt. There being no further discussion; the motion was passed.
- III. **Social/Emotional Intelligence Video** was not shown due to technical difficulties.
- IV. The Project Director and CEO, Ruby L. Douglas, “thanked everyone for coming and for their support”. She briefly described the accomplishments that the Coalition has made in the

past 9 years and referred to the Pierre and Fort Pierre Community Report Cards and what “story” that they were telling about our successes and our continuing needs in the communities. Underage drinking was just a part of the story. We need to be addressing the underlying issues that contribute or influence youth to drink. Ruby mentioned that we did not have a prevention “system” but, “silos” of people doing different things such as: DHS – Tobacco, OHS-Drunk Driving, DSS – Underage Drinking, Suicide prevention groups, Mental Health groups, etc. All these issues are tied to specific funding sources...there isn’t a one-stop-shop that covers all and acts as an umbrella for all. Unfortunately, Parents Matter...like many other organizations/agencies...funding has been cut to the point of impairing the effectiveness of the work we do and therefore; we need to be doing something differently.

With that being said Ruby stated due to retirement; she has tendered her resignation as the CEO/Project Director of the Parents Matter Coalition effective December 31, 2016. She will become a volunteer/advocate for Parents Matter and help in co-coordinating the Character Development Process with guidance from the Swartz’s and anticipated Steering Committee. By doing so; it will enable us to bring in resources – both human and capital – to decrease all the negative behaviors (substance abuse, bullying, violence, suicide, underage drinking, etc.) through Mike and Sandy Swartz’s character development process. The Swartz’s will be providing technical assistance and guidance throughout the entire process.

The Coalition piece of addressing underage drinking directly will be going into a state of dormancy as of December 31, 2016 as there is no funding to continue beyond that date. However, the “Capacity Building” piece of the workplan will continue. We have two more forums or, “Conversation: It is What’s For Dinner” Events to complete by May 31, 2017. Those dinner events will be geared toward shoring up the protective factors and building resiliency skills as stated in the contract (i.e. culture of character).

Amy Fowler’s responsibilities for the Coalition will change a little bit. She will be in charge of some of the fiscal responsibilities (she is currently the Treasurer of the Coalition), she will continue the Newsletter for the Coalition along with assisting with the Character Development Process. Ruby stated Amy has been through the required training and is very capable and successful in planning/executing Conferences. She also noted that she (Ruby) would be available to provide any assistance Amy may need during this period of transition.

Ruby also directed the group to their packets with the definition of “character” and Effective Character Education Involves the Eleven Principles handouts. She also invited the group to consider being a part of the Steering Committee and said that they would be forming the Steering Committee from December 1, 2016 until February 10, 2017. People can either call: 224-3189 or call/ text: 222-0638 or e-mail: parentsmatter@pie.midco.net

There were many testimonials as to the effectiveness of the Swartz’s character development process. Butch Johnston had been a part of the process when he was in Jefferson, Wisc. , Cindy Bahe spoke about her involvement with the “values” and “ethics” program at St.

Mary's and Diana spoke about the presentation on November 10th being one of people coming together in unity ...not two communities but, as one. We have not heard a negative word about this type of undertaking in our community. If anything, we have been "rooted on" and given "high fives" for taking on this project!!

Books by Dr. Michele Borba were handed out to all the attendees. With no other business at hand, the meeting was adjourned.

Respectfully submitted by:

Ruby L. Douglas for Diane Inch, Secretary