



Parents Matter Coalition of Pierre/Fort Pierre
c/o Growing Up Together
800 E. Dakota
Pierre, SD 57501
Telephone: 605-224-3189
Email: parentsmatter@pie.midco.net
Website: www.parentsmattercsd.com

Parents Matter Coalition of Pierre/Fort Pierre
Wednesday, October 9, 2013-Noon
5th Floor Conference Room, Avera/St. Mary's Hospital

The Parents Matter Coalition meeting was called to order by Project Director, Ruby L. Douglas (in Larry's delayed presence). Guests and Members in attendance: Ruby L. Douglas (Project Director), Amy Boutchee (Riggs High School Principal) Carmella Bourk (Health-Stanley County) Kat Haarstad (Teen Court), Melisa Forest (Teen Court). Becky Bowers-Spoehr (Boys and Girls Club), Dawn Tassler (Growing Up Together). Elton Blemaster (PPD), Cheryl Arguello (Pastor – Lakota Chapel). Tina Freeman (DOT), Barb Rohrbach (Educational Consultant) Robin Schrupp (Rawlin's Librarian) and Larry Weiss, Chair of Parents Matter Coalition of Pierre/Fort Pierre.

Ruby called the meeting to order and requested everyone introduce themselves and which organization/agency they represented.

Approval was called for amendments to the September minutes. Cheryl approved the September minutes as presented. Barb seconded the motion. The motion carried and the approval of the September minutes as presented was recorded.

Ruby then called for the approval, changes, amendments to the meeting agenda. Cheryl made a motion to accept the agenda as presented and Dawn seconded the motion.

There being no further business items to approve; the meeting was began with the presentation by Ruby regarding , "Sustainability" .

1. Parents Matter Coalition of Pierre and Fort Pierre did not receive the Drug Free Communities Grant. The award would have been for \$125,000.00 for up to 10 years. The cut off rating for funding was 93. Parent's Matter rating was 92. Since the rating was so close; Ruby said that we still may be in line for consideration should there be Coalitions who are unable to accept the funds for whatever reason. However, even though we had received high ratings on the application; the Coalition will have to make some changes in order to apply for the competitive grant in January. One of the changes that will have to be made is in the "infrastructure" of the Coalition. In order to achieve this; Parents Matter will be establishing their own 501 c 3 in order to meet the new rules/regulations of the IRS non-profit status in order to comply with grantor guidelines.

The DFC Comments were passed around for members to review. Ruby also stated that she will be assisting coalition members in applying again for the DFC Grant and will be asking for others to help with the process.

2. The State (DSS) Prevention Program is currently working with coalitions through holding trainings in regards to sustainability planning. Each coalition has been requested to prepare two sustainability plans that would include budgeting for programs/activities should limited funding be available and also, if there was no funding at all after May, 2014.

Ruby presented the status of the funding cuts that she and Larry are proposing for FY2015 but reminded the members that it was just a preliminary budget as a starting point: Total funds for this year: \$96,000.00

- A) There are two funding sources for Parents Matter 1) dollars for Primary Prevention \$86,000.00 and 2) dollars(\$10,000.00) for Diversion classes from Office of Highway Safety.
- B) Recommendation: \$10,000.00 of OHS money be exchanged for Primary Prevention dollars. We have not been able to access those funds and another coalition may be able to use those dollars and exchange \$10,000.00 in Primary Prevention funds.

The additional \$10,000.00 would be reallocated to the Primary Prevention funds to be used toward the hiring of another prevention person.

Resource Development funding would be reallocated. \$15, 146.00 out of the \$20,146.00 would be put into the Primary Prevention category to support the additional prevention person. Part of this funding \$5,000.00 would be dedicated to providing funding for the new prevention person and members to attend trainings (SAPT's) to enhance their coalition work knowledge and skills.

The rationale behind the proposed reallocation is that the Project Director is in a position to be able to supervise and train a person in prevention work at no extra cost to the Coalition. This is not only workforce development but also succession planning and definitely for the "sustainability" of the Coalition and their work.

Recommendation is that a Master's Level candidate in the field of Public Health Administration or Education, Guidance and Counseling would be desired so that there would be less expense involved with training and that they would be positioned to more readily receive their status as a Certified Prevention Specialist. However, a candidate with a Bachelor's Degree in Health or Education would be considered but, more expense would be involved for them to attend classes, trainings, etc. in working toward prevention specialist certification.

The intent is that once the part-time prevention person is certified; then the Project Director will "swap" roles and become part-time and move the part-time person into the full-time position. This will allow the Project Director to spend time writing grants, fundraising, capacity building and marketing the Parents Matter Coalitions work.

Recommendation was also made to cut funding for the four compliance checks. Suggestion is funding for one compliance check be retained and seek other sources of funding for additional compliance checks. Ruby stated that the most effective means of preventing youth's access to alcohol is the compliance checks and we have proof positive that they do work. Elton did say that their rate of compliance was 50% a couple of years ago and now they had recently had 100% compliance in Pierre and 1 failed check in Ft. Pierre and 1 in Blunt.

Recommendation was also made that the Prides Surveys and the E-Check Up to Go (\$10,000.00) be funded through another source. Ruby emphasized that this was important data collection for both the schools and the community and that other partners will need to help fund this project.

Media/marketing was also decreased to \$3,000.00. Instead of having 4 media campaigns per year; it will be reduced to 2 – one in the Spring and one in the Fall.

Ancillary and Administration funding were cut to 3% from the allowed 5%. This funding, however, is negotiable. It was suggested that we not provide lunches at the Coalition meetings to save expenses on food. As of November 2013; lunches will not be provided.

Travel for the Project Director and coalition members has been cut to \$2,000. Webinars, conference calling, skype will be used more frequently rather than the face-to-face meetings.

The non-negotiable item in the budget is the funding for the State's KITS System which is a data collection and billing system, \$2,000.00 per year.

The proposal with reallocations, cuts, etc. is \$95,000.00 if the State has funding available. If there is no funding available; the Coalition will have to think of ways to financially support the work of the Coalition.

- C) Ruby stated that the Parents Matter Coalition has begun the process of applying for their own 501 c 3 which will enable us to apply for grants. We have been using another 501 c 3's number (Growing Up Together) but things have changed regarding the non-profit status and we have to make sure that we are changing to meet the new rules and regulations in order to apply for grants and credit the appropriate people for their tax deductible contributions. More importantly, it defines the true meaning of a Coalition...it belongs to everyone and we all are responsible for prevention work.

Barb is working with the Parents Matter Coalition of Pierre/Fort Pierre By-Laws and Policy and Procedures Handbook. Later in the afternoon Barb and Ruby met with Naomi Cadwell with Tieszen Law Office to work out the details for filing of forms, etc. with the Secretary of State and the IRS. If there is anyone else who would like to help with this project; please contact Ruby or Barb.

D) Ruby also stated that sustainability is more than just money. It is investment in people. Everybody has talents, gifts and skills that they can bring to the “table” and share and introduced the new campaign, “1000 Cups of Coffee” . Coalition members are asked to sit down over a cup of coffee and discuss the Parents Matter Coalition work that we do. Everybody has a circle of friends, groups, families, neighbors that they can talk to one on one and have a conversation about their concerns in the community. A “tool kit” is being provided so that everyone can participate. The information collected over a cup of coffee will continue until May 31, 2014. It is requested that people bring their information each time to the Coalition meetings or send them to Ruby so, we can keep track. Attached are copies of the “tool kit” contents. We will also have them on our website for you to access.

- 1) Elevator Speech
- 2) Business Card
- 3) CMCA Questionnaire – Conversation starter-tracking
- 4) Parents Matter (A Parent’s Guide to Local Laws Associated with Alcohol Use) This is on our website but we have “hardcopies” for you and will have them at each of the next 7 monthly meetings.
- 5) Preventing Drug Use – this is hardcopy only and will be available at each of the next 7 monthly meetings.
- 6) Coffee Cup Sleeves for you– “Thanks for Sharing Us With Your Coffee” These will be at our office soon and we can deliver them to you along with the above mentioned booklets.
- 7) Coffee Cup Analogy – this was shared by Denice Lee Moore and it fits in great with our campaign. ...It is not the container...but what’s inside (coffee) that brings us together to share good news and cultivate friendships for the benefit of everyone in our community!

Ruby shared as story about relationships being the “key” to sustainability of our coalition.

Several years ago; she had a printing job that she wanted done. At that time; the most reasonable quote in town for the job was at a local business. However, each time she called for the status or stopped in to visit about the job; the business owner was out to coffee, at coffee or would be returning from coffee. This went on for several weeks and then by a “fluke”; she happened to catch the business owner on his way out to go for “coffee”. Ruby stopped the proprietor and asked about the printing job. The business man’s response was, “Ruby, everything is changing... going digital besides, you can get the item off the Internet much cheaper than I can do it.” Now, this is where it become weird....the roles become reversed and Ruby is now giving the sales pitch...”Sir, look at me....I am your “stimulus” plan....when can we have the printing done”? The business man reluctantly complied to order and print and then left for coffee. His way of doing business did change but, his business continued. It finally dawned on Ruby as to how his business was surviving. He was in the “people business” more than the printing business. Every day he would be at coffee and talking with the people about things that were happening, digging into long forgotten details, developing and nurturing and cultivating those community relationships and putting those thoughts into his printing business....RELATIONSHIPS is the the KEY to success. He is vested in the lives of people....he is always looking at the coffee...and not the container...we need to do that too.

Who would be willing to share a cup of coffee with their co-workers, neighbors, employers and talk about Parents Matter Coalition Work, "1000 Cups of Coffee"? Help cultivate those relationships

Upcoming Events: Halloween Trek at LaFramboise Island on Sunday, October 27, 4:30 PM-7:30 PM. Vendors are asked to set up their Booth before 3:30 PM. Sign –Up Sheet with time slots will be forthcoming.

We received an invitation to decorate a tree, "Christmas at the Capitol". This year's theme is , "The Great Outdoors". If we are selected; think about what we can do for decorations,etc.

Elton provided the September Arrest Report. Underage arrests were down this month. Attached is the arrest report.

There being no other business; the meeting was adjourned at 1:00 PM

Thanks to Barb Rohrbach for taking minutes of the meeting. It was greatly appreciated.

The next Parents Matter Coalition is on Wednesday, November 13, 2013, at Noon in the 5th Floor Conference Room, Avera/St. Mary's Hospital.

Ruby L. Douglas, MsEd, CPS
Project Director
Parents Matter Coalition of Pierre/Fort Pierre
(605) 224-3189/ 222-0638

parentsmatter@pie.midco.net (E-mail)
www.parentsmattercsd.com (Website)
www.facebook.com/ParentsMatterCoalition

"To educate,empower and engage parents and the community in reducing and/or preventing youth substance abuse."

Parents Matter Coalition Sector Member Representatives: *Cheryl & Tito Arguello, Captain Elton Blemaster, Carmella Bourk, Amy Fowler, Dr.Kelly Glodt, Jeanne Kelley,, Andrea Klein, Janice Johnson, Tony Mangan, Diana Melvin, Denice Lee Moore, Barbara Rohrbach and Jeri Thomas*

September 2013 Arrest Report

Pierre Police Department

(Submitted by Captain Elton Blemaster)

DUI:	9
DUI (2 nd):	1
DUI (3 rd +):	0
Zero Tolerance DUI:	0
Open Container in a Motor Vehicle:	2
Underage Consumption of Alcohol:	8
Furnishing Alcohol:	0
Ingesting:	3
Possession of Marijuana (all charges):	1
Possession with Intent to Deliver:	1
Possession of Drug Paraphernalia:	5
Possession of a Controlled Substance:	1
Distributing a Controlled Substance:	0
Drug / Alcohol Total Arrests:	31

CMCA QUESTIONNAIRE

Name of Interviewer:_____

Name of Interviewee:_____

Position/Title:_____

Date:_____

1. Are you aware that young people are drinking in our community? How do you know?
2. How do you think young people are accessing alcohol in our community?
3. What do you see as some of the barriers to enacting alcohol access policies in our communities?
4. What do you see as some of the opportunities that exist right now?
5. Would you be able to help with the underage drinking issue, research an issue, serve on a committee, make a presentation, send me a copy of your newsletter?
6. May I add you to our mailing list?
7. Are you able to give me the names and contact information of some other people you think would be helpful for me to talk to about underage drinking?

An Analogy - A carrot, an egg and a cup of coffee...

You will never look at a cup of coffee the same way again.....

A young woman went to her mother and told her about her life and how things were so hard for her. She did not know how she was going to make it and wanted to give up. She was tired of fighting and struggling. It seemed as though just as one problem was solved, a new one arose.

Her mother took her to the kitchen. She filled three pots with water and placed each on a high fire. Soon the pots came to a boil.

In the first, she placed carrots, in the second she placed eggs, and in the last she placed ground coffee beans. She let them sit and boil, without saying a word.

In about twenty minutes she turned off the burners. She fished the carrots out and placed them in a bowl. She pulled the eggs out and placed them in a bowl. Then she ladled the coffee out and placed it in a bowl.

Turning to her daughter, she asked, "Tell me what you see."

"Carrots, eggs, and coffee," she replied.

Her mother brought her closer and asked her to feel the carrots. She did, and noted that they were soft.

The mother then asked the daughter to take an egg and break it. After pulling off the shell, she observed the hard boiled egg.

Finally, the mother asked the daughter to sip the coffee.

The daughter smiled as she tasted its rich aroma.

The daughter then asked, "What does it mean, mother?"

Her mother explained that each of these objects had faced the same adversity: boiling water. Each reacted differently.

The carrot went in strong, hard, and unrelenting. However, after being subjected to the boiling water, it softened and became weak.

The egg had been fragile. Its thin outer shell had protected its liquid interior, but after sitting through the boiling water, its inside became hardened.

The ground coffee beans were unique, however. After they were in the boiling water, they had changed the water.

Which are you?" she asked her daughter.

"When adversity knocks on your door, how do you respond? Are you a carrot, an egg or a coffee bean?"

Think of this: Which am I?

Am I the carrot that seems strong, but with pain and adversity do I wilt and become soft and lose my strength?

Am I the egg that starts with a malleable heart, but changes with the heat? Did I have a fluid spirit, ... but after a death, a breakup, a financial hardship or some other trial, have I become hardened and stiff?

Does my shell look the same, but on the inside am I bitter and tough with a stiff spirit and a hardened heart?

Or am I like the coffee bean? The bean actually changes the hot water, the very circumstance that brings the pain. When the water gets hot, it releases the fragrance and flavor. If you are like the bean, when things are at their worst, you get better and change the situation around you.

When the hour is the darkest and trials are their greatest, do you elevate yourself to another level? How do you handle adversity?

Are you a carrot, an egg or a coffee bean?

The happiest of people don't necessarily have the best of everything; they just make the most of everything that comes along their way. The brightest future will always be based on a forgotten past; you can't go forward in life until you let go of your past failures and heartaches.

When you were born, you were crying and everyone around you was smiling. Live your life so at the end, you're the one who is smiling and everyone around you is crying.

You might want to reflect on those people who mean something to you; Those who have touched your life in one way or another; Those who make you smile when you really need it; Those who make you see the brighter side of things when you are really down; Those whose friendship you appreciate; Those who are so meaningful in your life.

May your reflection on this strengthen you and - May we all be COFFEE!

Elevator Speech

Parents Matter Coalition of Pierre/Fort Pierre wrote a grant to prevent underage drinking in our communities. As part of that effort, Parents Matter coordinated a program that uses community volunteers to help reduce youths' access to alcohol. We continue to address underage drinking through educating members of the community on the health hazardous and negative consequences associated with alcohol use, marketing a plan and campaign promoting healthy alternatives and identifying and revising outdated policies and laws to help reduce youth's access to alcohol. Parents Matter hopes that through a multi-faceted approach; underage drinking among young people will continue to decrease and at the same time provide safer and healthier communities for everyone.

Parents Matter Coalition efforts over the past seven years have proven that we are reducing alcohol use among youth through the results of the School (Pride) and Community Survey's. Youth reporting **not having used alcohol or other drugs** went from 76% in 2008 to 83% in 2012. (That is HUGE!!) Parents disapproval rate also increased from 89% in 2008 to 92.% in 2012. (So, parents are paying attention). 80% of youth also reported that the number one reason they choose not to drink is because of their parents. (Proof that youth do listen to what their parents are saying).

Parents Matter Coalition of Pierre/Fort Pierre is continuing to offer other concerned community members the opportunity to come to the " table" and provide their gifts, talents and resources in joining us in reducing underage drinking in our communities. Please go to our website: www.parentsmattercsd.com to view our community report cards and find out how you too can become a part of Parents Matter Coalition's Successes.