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Parents Coalition of Pierre/Fort Pierre

Meeting Minutes

September 14, 2016

Meeting was called to order by Elton Blemaster at 12:10.

I. Introductions: Norma Tibbs (Fraternal Order Sector Member Representative), Jana Sprenger (Capital Area Counseling), Ruby L. Douglas (Project Director/CEO), Carmella Bourk (Health Sector Member Representative , Diana Melvin (Business Sector Member Representative), Elton Blemaster (Law Enforcement Sector Member Representative, Dave Ruddat (Guest), Michelle Bowman (Substance Abuse Sector Member Representative), Amy Fowler (Treasurer, Other Sector Member Representative), Butch Johnston (Guest), and Kelly Ruddat (Guest).

II. Approval of Consent Calendar, May Minutes, August Minutes and Agenda were not presented. Deferred to next meeting.

III. Strategic Plan Review/Projections - Ruby explained that the 2017 funding and the proposed workplan would consist of three of the CMCA Strategies; Enforcement efforts that address youth access to alcohol. This makes reference

to the compliance checks. Compliance checks are the most effective means of keeping alcohol out of the hands of youth. Parents Matter only has enough funding for one compliance check in the current year's budget. We have applied for compliance check dollars from the city again for 2017. If we do not receive additional dollars from the cities of Pierre and Fort Pierre; there will not be any compliance checks. In 2013-2014 Pierre had a compliance rate of 100% but, when budget cuts were made; the rate went down to 59%. The compliance checks are jointly conducted by Hughes County, Stanley County, Pierre and Fort Pierre.

Elton noted that the retailers are very conscientious about not serving to minors. Compliance failures are due to not checking the ID's with the digital machine, etc.

Ruby stated that the second CMCA strategy to be employed is the "Community Projects that address youth access to alcohol. This environmental approach is specifically to educate the public about the consequences of underage drinking. This would entail educational presentations to parents/caregivers/guardians in the workplace and community. We will also continue the media advocacy and campaign to educate/provide information to the public. This strategic includes the "social access" of alcohol by youth through parents ,(who may or may not have known or have given their permission for their youth to use alcohol), older siblings, or friends. What was noted in the Report Card was that youth were not accessing alcohol through the retailers.

Diana questioned if anyone had given responses to the Report Card findings. Ruby said that she had not heard anything but, asked if there was some way in which we could generate discussions regarding the results with the public. Concern was mentioned regarding the amount of time that the teachers reported dealing with the social/emotional problems of students. Ruby stated that the teachers were really tied to academic achievement and focused on the Math, Language Arts and Reading scores. However, that is supposedly changing in that the ESSA (Every Student Succeeds Act) includes a prevention piece in which the parents, guardians, caregivers are to be more actively involved in their children's education including social/emotional learning. Ruby stated that she has not heard anything about the DOE's ESSA workgroup and how that is rolling out.

The last environmental approach strategy which the Coalition will work on this year is the "Alcohol pricing increase." Parents Matter Coalition Members have been very active in this portion in that several have attended all three of the "Legislative Interim Study on Substance Abuse", Senator Jeff Monroe has presented to the Coalition last month on the update/progress the committee has made. We are currently working on continuing building partnerships with coalition members and other policymakers.

IV. Elton briefly discussed the August, 2016 Arrest Report noting that there were 20 cases of underage drinking arrests. (This would be arrests made for anyone under 21) . There were "0" arrests for Common Nuisance-Place where Liquor Laws are Violated. Noted were the number of "Ingesting" numbers of 17.

V. Elton introduced our Guest, Butch Johnston, AmericInn and President of Ft. Pierre Tourism, a Board Member for the Pierre Area Chamber and Board Member for SD Missouri River Tourism. Mr. Johnston, shared with Coalition members /guests his experiences in implementing the **"Culture of Character" Program** in his personal life and professional work.

He stated that the developers of the program were recipients of the Presidential Award Winning Schools with the "Culture of Character". Schools with "character" are showing, re-teaching common courteous efforts, being kind, etc. Butch handed out an informational packet that covered "Why Businesses Need to Create a Culture of Character in the Workplace". **What is more important to you and your company-high grades or reliability? Someone who knows calculus or someone you can count on? Research will tell you that the key predictors of an employee's job success and retention are character traits, not levels of knowledge. If you can find potential employees who are honest, dependable, cooperative and responsible ..you can teach them the job. How can future employees learn these traits of good character? Primarily, from home , as youngsters but that doesn't always happen. How about your business takes the lead in making your business, your community and your entire town, a culture of character?"**...(Quoted from Culture of Character handout, September 14, 2016)

Butch stated that the Culture of Character started in the schools and within time spread throughout the community. Discussion ensued as to how we get this going in our communities. Ruby stated that she was very intrigued with this

information when she first talked to Butch. She also stated that Parents Matter has obligated/reserved funds for the parent/workforce education piece. Ruby has also said that she is working with Dr. Price with a webinar for the Parent Component piece of the Positive Action Committee Program which would work nicely with the "Culture of Character" program. Too, Parents Matter funding is specific to reducing alcohol use among youth. Consensus of the group is that we could possibly have a workshop or seminar this Fall. Ruby said that she is working with Matt Walz and Dave Jansa from the SD Alliance for Alcohol Policy and they will be giving her some dates when they may be available to be part of the group.

Butch Johnston offered to provide more information about the Culture of Character and the developers of the program . He suggested that we work with the Mayors and other policy makers and to start talking with others in the community about the program. Butch also said that the 3rd week in November (13-16) would be a good time to have the conference/workshop/etc.,

VI. Other - Norma Tibbs provided brochures from the Moose International, 2017 Youth Awareness Congress , "Kids Talk Program". The Leadership skills training will be held on October 22, beginning with Registration at 9:00 AM at the Moose Lodge, Fort Pierre. For more information; please call Norma at: 223-2051 or 222-7983.

IV. Meeting was adjourned at 1:15.

Respectfully submitted,

Ruby L. Douglas for Diane Inch

Sector Member Representatives: Captain Elton Blemaster, Carmella Bourk, Amy Fowler, Dr.Kelly Glodt, Michelle Bowman, Cindy Bahe, Diana Melvin, Barbara Rohrbach, Rilee Rowse and Norma Tibbs

"We cannot always build the future for our youth, but we can build our youth for the future."Franklin Delano Roosevelt