



HEALTHY CATTARAUGUS COUNTY: A DRUG FREE COALITION
 GENERAL COALITION MEETING
 ZOOM ONLINE MEETING
 1/2/2020 12:00p

Sectors	Attendees
<i>Other Organization w/ Expertise in Substance Abuse</i>	Tara Estright, Coalition Coordinator Erica Sebastian Ashley Conti Annamaria Massucci
<i>Youth Serving Organization</i>	
<i>Healthcare Professional</i>	Heidi Reese
<i>School</i>	Michelle Waterman, Secretary
<i>Law Enforcement</i>	
<i>Media</i>	Liz Threehouse
<i>Business Community</i>	
<i>Faith-Based Organization</i>	
<i>Civic Volunteer Group</i>	Megan Parisi
<i>Government</i>	Gordon Diffenderfer
<i>Parents</i>	
<i>Youth</i>	

- Meeting called to order by T. Estright at 12:03p
- REVIEW OF AGENDA AND PREVIOUS MEETING MINUTES
 - L. Threehouse moved to approve minutes
 - All in favor
- MEMBER NEWS AND UPDATES
 - None
- COMMITTEE AND TASK LIST UPDATES
 - **General Coalition Meeting Schedule**
 - Meetings will continue to be held on the first Thursday of each month with the exception of:
 - February will be 2nd week due to the CADCA Forum on the first Thursday
 - A July meeting has been added to ensure that there is adequate time to prepare for the Fair event
 - August will be 2nd week due to Fair week (Aug 3-9) and will be a debrief meeting
 - Meetings will continue to be held at 12p
 - Discussion ensued regarding the venue of meetings—Zoom or in-person
 - Decision was to have in-person meetings with Zoom offered for those not in attendance
 - T. Estright will find a permanent place for meetings, but February may have to be Zoom
 - **Media and Marketing Committee**
 - Focused Newsletter to Schools and Churches
 - Haven't heard back from any churches—26% opened email
 - Sent to 37 schools—22 didn't open, 8 did, 7 bounced back

- Awareness Campaign Schedule
 - Spreadsheet will help with planning and budgeting for different delivery methods
- Youth Focus Group Webinar
 - The Data & Assessment Committee have been invited to the next Marketing Committee conference call on January 13th in order to create the questions or the data to be collected
 - This will be different than the online webinars mentioned in the Action Plan
 - See page 11 of Meeting Packet for questions that came up for planning the Focus Group
 - Begin with Mental Health topics
 - Discussion ensued regarding logistics
 - When will the youth answer? During group meeting times? Recorded sessions? M. Waterman suggested using text blasts
- Blog
 - Will discuss during the Media and Marketing Committee conference call
- Website Changes
 - F. Feightner is looking to see if he can make Weebly more functional
 - Also looking to see if he can fix domain issue with G-Suite so Google for Non-Profit can be used
- **Assessment Committee**
 - Youth Focus Group Webinar
 - Meet via Zoom with Media and Marketing Committee
 - Community Survey
 - Other coalitions leave a survey on their website all the time
 - H. Reese says they do this with a vaping survey and she finds she gets better responses
 - Data Collection
 - Will discuss at next meeting
 - Activity Tracker has a lot of data that can be analyzed when looking at different initiatives and sector involvement
- **Events Committee**
 - Ideas for First Planned Event—Prom/Graduation event
 - M. Parisi will be out on maternity leave so another leader will need to be in place
 - Fair contest next
 - Meme contest should be in the fall so there's more time to prep
 - Video contest is written in our Strategic Plan which will need to begin planning as well. ***Meeting ended by Zoom here. Remaining minutes via email from T. Estright
 - Much of the groundwork for a video contest is already complete so it will primarily be finding prizes/donations and promotion.
 - Written Commission/Chart of Work in progress for Events Committee
- **Strategic Planning Committee**
 - No update – this committee will begin meeting again at the end of summer to begin the Year 7 Action Plan.
- **Executive Committee**
 - Will be scheduling a meeting in January
- **Youth Advisory Committee**
 - Still in progress – as of right now, the Boundless Group is unofficially transforming into the committee.

- OTHER BUSINESS
- ADJOURNMENT

NEXT MEETING 2/13/19 at 12p Location TBD