



Healthy Cattaraugus County
a drug free coalition

HEALTHY CATTARAUGUS COUNTY: A DRUG FREE COALITION
GENERAL COALITION MEETING
ZOOM ONLINE MEETING
12/15/20 11:00 AM

MINUTES

○ WELCOME AND INTRODUCTIONS

| Sectors | Attendees |
|---|--|
| <i>Other Organization w/ Expertise in Substance Abuse</i> | Tara Estright, Coalition Coordinator Michael Prutsman, Executive Director Rachel Linderman, Project Director Erica Sebastian, Secretary Ken Dahlgren Eric Perry Jaimie Billings Dawn Sagerman, PRC Denine Scott, PRC Maura Stack, PRC |
| <i>Youth Serving Organization</i> | Tony Sanfillippo Ashley Conti Danielle Kielar |
| <i>Healthcare Professional</i> | |
| <i>School</i> | Michelle Waterman |
| <i>Law Enforcement</i> | Jared Johnson Amanda Hulbert |
| <i>Media</i> | Liz Threehouse |
| <i>Business Community</i> | |
| <i>Faith-Based Organization</i> | |
| <i>Civic Volunteer Group</i> | Al Meyers |
| <i>Government</i> | Gordon Diffenderfer Justin Chernogorec, Chairperson |
| <i>Parents</i> | |
| <i>Youth</i> | |
| <i>Guests</i> | General Price, PhD, President & CEO CADCA |

○ REVIEW OF AGENDA AND PREVIOUS MINUTES

- The November 2020 Minutes were approved as written.

○ WORDS FROM GENERAL PRICE, PhD., PRESIDENT AND CEO OF CADCA



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- General Price addressed the coalition and provided a portion of his history in how he joined in this work. He has been attending coalition meetings for the past month, getting to know the coalitions and providing advice and resources as needed. General Price also mentioned that when coalition meetings are safely able to return to in-person that he would enjoy an invite to a future meeting.
- WORDS FROM MICHAEL PRUTSMAN, EXECUTIVE DIRECTOR
 - Michael Prutsman, Executive Director of CARES and Executive Committee Member for HCC also addressed the coalition discussing how he started with HCC ten years ago and what it has evolved to today.
- MEMBER NEWS AND UPDATES
 - **Olean Public Library Display:** The Library Display for November reached 3,902 people. The Librarian mentioned that this number was low due to COVID and people being afraid to stop in, however, this was a very good reach for us and would be worthwhile to do again when there is availability.
 - **HCC will be presenting at CADCA!** T. Estright, Coordinator and L. Threehouse, Marketing/Social Media will be presenting during the CADCA forum in February on how other coalitions can customize their marketing plans to reach a larger audience. One main area of focus will be on the Marketing Persona Activity that we did during one of our past meetings and then worked on as a focus group with the Gowanda Boundless Group.
 - **January Meeting Chair Volunteer:** A. Conti volunteered to Chair the January meeting.
 - **Other Updates:** Additional member updates included the following:
 - A. Meyers announced upcoming CSEC trainings. Information to be shared with the coalition, on social media, and website.
 - The PRC has (4) remaining parts to the ongoing Cultural Responsiveness trainings. The next session will be held on January 12th, 2021.
 - Tobacco Free CCA announced there will be an upcoming training on January 25th regarding the problems with menthol. The training will be conducted by Michael Scott, from the Center for Black Health and Equity. There will also be a significant focus on the LGBTQ population in the session.



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○ COMMITTEE AND TASK LIST UPDATES

▪ **Media and Marketing Committee**

- The December Community Recognition article will be with Tobacco Free CCA/Reality Check. The Fatherhood Connection with Al Meyers will be highlighted for the January article.
- L. Threehouse provided an update on the social media analytics for the month of November. It was reported that Facebook page followers are continuing to increase and that the top performing post was the Cattaraugus County Probation Department Community Recognition article.
- The January HCC blog post topic will be about healthy tips. T. Estright to reach out to Tare Leonard and/or Heidi Reese from the Cattaraugus County Health Department to provide content for the post.

▪ **Data and Assessment Committee**

- It was reported that T. Estright is still working on connecting with the schools for PNA presentations.
- A. Conti reported that the Community Survey will be sent out this month and will be available through the month of February. The random drawing winners for the \$25.00 VISA gift cards will be announced on March 5th, 2021.

▪ **Executive Committee**

- Next meeting February 9th, 2021. A reminder was given that we have openings on the committee and that anyone interested should contact T. Estright if they would like to join.

▪ **STOP ACT Task Committee:**

- It was reported that the 2021-2022 Budget and Action Plan are complete.
- A "Save the Date" was announced for May 18th, as HCC will be sponsoring a training from "Tall Cop" Jermaine Galloway via Zoom.
- The new Spectrum holiday commercial for prevention of underage drinking was previewed. The commercial will begin airing on Friday, December 11th and will be broadcast through Sunday, January 10th.
- The next STOP Act Task Committee meeting will be scheduled after the first of the year.

○ OTHER BUSINESS

- J. Chernogorec provided an educational presentation to the committee on performing environmental scans to include what to look for, how to conduct them safely, and why they are important. General Price commented that the presentation was the most thorough regarding this topic that he has encountered.



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- ADJOURNMENT
 - The meeting was adjourned at 12:30 pm.

NEXT MEETING JANUARY 4, 2021 VIA ZOOM (12:00 PM)