

Draft Minutes
August 18.2021

1. Welcome

Participants: Holly Hansen, Robin Kohler, Cassie Schend, Michelle Hill, Sam Jonas,
Officer St Pierre

2. Introductions, not needed

3. Review of 06/16/21 minutes

A motion to approve the 6-16-2021 draft minutes was made, voted on, and
unanimously passed.

4. Back to School Billboard

A Back-to-School Billboard is scheduled to go up on August 23rd and will remain up until
halfway through September. It features the Real Talk campaign and messaging to align
with back to school.

The coalition will have the billboard spot available for different messaging throughout
December. It was agreed that after the August flight the billboard should be changed to
a different message. Some concepts presented for the new imaging included: football,
homecoming, red ribbon week, and Halloween. RHS football just got new turf so
wording about "keeping our turf safe" was also suggested.

5. Local Prevention Council (LPC) Funds

- a. Vaping prevention- \$5000.00 for vaping.
- b. Other substance prevention – approximately \$3000.00 for other substances
Ideas included allocating the funding for the following: DEA Takeback events,
compliance checks, making educational material available in a variety of languages,
hiring a consultant to aid VCMS to utilize the local data acquired from the student
surveys in their health classes, purchasing a domain holder to translate
vernonrocksct.org into another language, include a portion for community education i.e.
the block party

6. Event Recap

- a. July in the Sky

Idea proposed: Sticker Shock in package stores and paid targeted ad campaign messaging via social media During Labor Day

9. Other Announcements

Cassie, Michelle and Saher attended Town Council Public Forum on 08/17/2021 which discussed changing town ordinances for cannabis use on town property. People at meeting addressed concerns about the possession piece. The results of the vote are unknown.

KidSafe Annual CT Car Show will take place on 08/21/2021 from 9-2 at Tolland Agricultural Center. There will be classic cars, food, raffles.

10. Next Meeting: September 15th

Submitted by:
Michelle Hill