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Draft Minutes  
September 15.2021

1. Welcome
2. Introductions
  - a. Attendants: Holly Hansen, Robin Kohler, Cassie Schend, Michelle Hill, Sam Jonas, Bonnie Smith, Dustin Yager, Alyssa Gilbert, Alessia Campanaro, Hilary Norcia, Cynthia Zingler
3. Review of 08/18/21 minutes- Motioned by Robin, seconded by Cassie and approved by the coalition
4. Coalition meeting time vote – The coalition meeting time was held to a vote, and it was determined that the time will be kept as scheduled. The coalition can revisit in December when we submit our 2022 meeting dates to the town.
5. Summary of LPC Application for 2021-2022- The application is still in progress and will utilize ideas from the last coalition meeting. The application will be presented to the town council on October 5<sup>th</sup> and then submitted for approval.
6. Review of Coalition Member Survey Data- Presented by Alyssa Gilbert, slides can be shared with members.
7. Review of Student Survey Data- Recorded for dissemination to coalition members
8. Update
  - a. Social Media Ad Campaign- Ran previous 2020 campaign messages through social media advertisements for a week with high yielding results, reaching 3000 people on both platforms
  - b. Sticker Shock- 2<sup>nd</sup> year of this initiative to discourage adult consumers from purchasing alcohol for minors. The coalition partnered with 3 package stores Lafayette, Harry's and Riley's, 2 allowed for us to put the stickers directly on the packaging and one allowed for us to place the stickers on brown bags.
9. Other Announcements
  - a. The coalition is submitting a proposal to present at a CADCA Leadership Forum workshop regarding our social media tracking tool
10. Next Meeting: October 20<sup>th</sup>