



Vernon ROCKS Coalition
June 22, 2022
2:15pm, virtual

Draft Minutes

06/22/2022

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VERNON TOWN CLERK
22 AUG 15 PM 3:26

1. Welcome
2. Introductions – Not needed
 - a. Attendants: Robin Kohler, Cassie Schend, Michelle Hill, Kimberly McTighe, Dustin Yeager, Steve Jackson
3. Review of 04/20/22 minutes
 - a. Did not meet in May due to Rockville ROCKS Block Party
 - b. Dustin Yeager motioned to accept the minutes as presented, seconded by Kim McTighe and approved by the Coalition.
4. Real Talk Updates
 - i. Skylin has been working closely with Cassie to design a community map to help people new to the area become familiar with local establishments and resources
 1. Suggestions: Add library, St. Bernard’s Church and Union Church since AA meetings are held there, playground, Hispanic Church, Temple, Henry Park
 - ii. Partnering with the Nelson Sober House to give out re-entry bags for people coming out of treatment that include essential items, i.e. toothbrush, toothpaste, laundry bag, self help book, NA/AA schedule, etc.
 - iii. Working on making student survey data digestible and easy to understand for youth
5. Event Recap
 - a. DEA Take Back Day – collected 94 lbs. in Rockville
 - i. Created awareness of collection box at Police Station, gave away vaping prevention information and giveaways from the Health Department
 - b. Rockville ROCKS! Block Party
 - i. Thanks to everyone who volunteered before and during the event

- ii. Good turn-out, 15 resource tables, 200 people attended based on number of bags distributed and ice cream sales
 - c. Alcohol Compliance Checks
 - i. 18 stores, 5 not in compliance
 - d. Tobacco Compliance Checks
 - i. 16 stores, 4 not in compliance
 - ii. Suggested resurrecting TIPS training
- 6. Adult Community Survey
 - a. Looking for two outcomes: Current adult attitudes around youth substance use and identifying Coalition recognition
 - b. Data received will help inform social marketing campaign for adults
- 7. Marketing/Billboards
 - a. Question – do we go ahead with holiday campaign standalone campaign or make it part of a larger campaign
 - b. Request better site for board
 - c. Suggestion – just advertise Vernon ROCKS and link to website and our cause
- 8. State Opioid Response Mini Grant
 - a. Cassie and Steve will be attending CADCA in Orlando July 18-21
 - b. Narcan/QPR Training – do we want to do it around International Overdose Awareness Day, August 31st?
 - c. Suggestion for International Overdose Awareness Day – have people sponsor purple luminary bags and set them on town green with lights inside
- 9. Other Announcements
 - a. The Village is partnering with The Yard Goats. Free tickets to Coalition members +1 to attend the Wednesday, July 13th game. Contact Cassie if you are interested in attending.
- 10. Next Meeting will be the Annual Meeting (TBD)
 - a. Please complete the survey monkey you were sent by email as well as nominating someone for Coalition Member of the Year.