

Columbia County Connects Coalition Meeting Minutes

April 9, 2010

NEXT MEETING: JUNE 4, 2010

IN ATTENDANCE:

Lyle Burmeister-Columbia / Dane Co Tobacco Coalition, James Bennett, Bob Harm, Luke Malkowski, Jeff Melby, Karen Nelson, Jess Ritschke, Nancy Schaper, Heather Stenberg, Anne Thompson, Karen Torgerson, Sena Yerges, Paula Enger, Curt Hossman, Meg McCullough, Susan Winstead

CALL TO ORDER / Introductions

Jeff called the meeting to order at 8:30am. Introductions made around the table. Guests included Sena Yerges, Lutheran Social Services Runaway and Youth Services coordinator and counselor, and a student, James Bennett, co-chair of Columbia County Teen Court. Both are first time attendees at a CCC meeting.

Approval of Minutes

After Jeff noted that the minutes to be reviewed and approved should be corrected to *February* minutes not December, Bob motioned to approve the minutes. Nancy seconded. Correction duly noted.

Special Guest: Sena Yerges from RAYS (Lutheran Social Services Runaway and Youth Services)

Serving youth and families in Sauk and Columbia Counties, Sena Yerges is trying to re-ignite contacts in Columbia Counties. RAYS program goals are to strengthen families, prevent family dissolution, promote self-sufficiency and assure permanent, stable home. Services include 24 hour hotline (callers can remain anonymous), youth outreach services, family mediation or counseling and educational programs. Crisis mediation for up to ten (10) free counseling sessions can be made available if necessary. If more needed, Sena refers to other resources. RAYS does not operate a shelter.

Sena is doing youth groups in the Baraboo School District with variety of topics which include anger management and other relevant topics for youth. A survey taken through Baraboo School District determines topics and scheduling. In 2009, Sena had one cycle of about 30 kids in five different groups; this year she had two cycles trying to limit groups to eight or nine.

Best way to reach Sena is through her cellphone **(608) 963-5444** or e-mail sena.yerges@lsswis.org. Anne requested that access number and e-mail for Sena be included in the minutes. She is anticipating the updated brochures and plans to restock as order comes in. Website: www.lsswis.org
In response to Jeff's question about the biggest challenge, Sena said referrals. Her CCC presentation is working on her goal is to expand on referral resources.

ASSET BUILDERS CELEBRATION, March 25, 2010

Discussion of the March 25 Asset Builders celebration included uniformly positive comments about the event itself and a general disappointment in the coverage from Portage Daily Register. Anne, Meg, Karen Torgerson and Paula expressed positive comments about 2010 Asset Builders Celebration. Jeff thought David Douglas did a good job. Paula acknowledged the help of the Pardeeville youth group in the kitchen agreeing that the event went very well. Sundae / food donation from Culvers was a great boost for the event. Meg interjected that the funding source, DFC, does not allow for purchase of food, so such donations are significant contribution to events like this. Meg and Paula confirmed thank you

notes had been sent to all involved including Culvers. Meg suggested further discussion of Asset Builders be continued and covered at the Asset Builders meeting scheduled at Krista's on April 14, at 9:00am. The result of the post-event survey taken after Asset Builders will be shared at that time as well.

The discussion of the newspaper coverage was not as positive. Meg felt the page 2 coverage did not reflect the presence of a staff reporter and photographer. In the past, an article on Asset Builders and an accompanying photo would be submitted by CCC and the paper would print. This year's coverage, despite the presence of a newspaper staff at the event, was very similar. CCC members in attendance mirrored the disappointment which led into a discussion of how to enhance CCC print/media exposure with the local paper. It was pointed out that Columbus paper covered their Asset Builder winners on the front page and Wisconsin Dells Events featured their community winner, Officer Eric Torkelson. Karen suggested CCC meet with the Portage Daily Register's editorial board. The goal is to meet with people who set the agenda for the paper. Jeff felt this may produce positive results if one or more of the editorial board has or will find connections to CCC or any of its programs. Jeff suggested setting up a meeting with the editorial board and that Tim be included in this meeting.

INDEPENDENCE CELEBRATION PARADE 2010 (July 3, Saturday)

As a part of increasing CCC's profile, Nancy, who is on the Portage Chamber of Commerce July 3rd Celebration Committee, asked the group to consider an entry to the July 3rd parade. A possible involvement in a parade received a positive reaction by members present at the meeting. Luke Malkowski offered the use of his trailer. The Independence Celebration agenda includes the parade at 3pm and the Madison Symphony Orchestra performing at the Pauquette Park later that evening. The park event has an additional possibility of being a refreshment vendor at the Park if CCC wanted to get involved.

The parade theme is "Baseball, hot dogs and apple pie." Online application is possible for the parade. (Nancy provided a copy). No fee required to be in the parade and no deadline date for registration was noted on the form.

A discussion followed about what could go on the trailer, signage, etc. Karen thought CCC's presence at Pauquette Park may help as well. Anne suggested popcorn but Nancy cautioned the possible problem of electrical outlets at the park. Nancy understood Culvers would be there with ice cream. Karen Nelson said that the refreshments portion was usually at top of the park away from the MSO performance area when Jeff thought there would be a distraction for MSO to have all this activity. A sign up sheet was passed around for 3rd of July Parade & Park Committee.

Sign up sheet for **3rd of July Parade & Park Committee** resulted in the following:

Independence Celebration Parade & Park Committee			
Lyle Burmeister	(608) 242-6442	LBurmeister@Publichealthmdc.com	
Paula Enger	(608) 742-8814	engerp@cesa5.k12.wi.us	
Luke Malkowski			Has trailer
Jeff Melby	(608) 742-7819		
Karen Torgerson	(608) 254-2669	jktorgerson@verizon.net	

CHAIR & VICE CHAIR ELECTIONS IN JUNE

Jeff wanted to remind all that the election is coming up and CCC members should be thinking about nominations.

UPDATES

Prescription Drug Disposal, Saturday May, 15 2010

The next scheduled disposal is at the Lodi Police Department, 142 S. Main St., Lodi, WI 53555, from 10:00 AM – 2:00 PM, on Saturday, May 15.

Movie Night

Paula updated on the youth groups' effort make videos and PSAs. The first Film Festival was held on March 23, with Jay, Meg, and Caitlin Enger as the judges. Paula felt it went well for first effort. The plan is for the winning group to work with Jeremy Rusch, Portage Theater. Short discussion followed on the Film Festival evening and how Jay, as a 'judge' interacted with the youths.

Youth Leadership

Paula said that spring retreat will have lower and high ropes course.

StepUp, SpeakOut (formerly YAK, Youth Advisory Council)

Luke Malkowski and Paula updated members on the recent effort to raise public awareness of alcohol industry's advertisements. The "Burma shave" concept was used and kids held one-word signage along a road to create an overall message that kids today are aware of the bombardment of messages from the alcohol industry. Paula did say there was some negative feedback about the recent effort but there was coverage in the local paper.

There is also a "wall of shame" display that was used at Asset Builders. This photo display intends to increase awareness in what kids see. Anne saw the display at Asset Builders and suggested displaying it at the local libraries and at Parent Teacher Conferences. Paula thought the County Fair might hold opportunities to display it.

Summer Youth Retreat

Luke is expecting about 30 people for summer retreat at Devils Lake. Last year, rock climbing was the only option; this year, there will be two options, activities in the water and climbing. The group plans to stay at MacKenzie Center as last year.

Darkness to Light's Stewards of Children Workshop

Jess Ritschke was trained in this sexual abuse prevention program last fall. A free workshop training, Tuesday, April 20, 5 PM – 8 PM at the Columbia County Family Resource Center at 2946 Red Fox Run Rd. Anyone interested can register through Family Resource Center (608) 742-8482. Further information is available on www.darkness2light.org. A discussion followed about places to put posters.

April is a Sexual Assault Awareness Month and Child Abuse Awareness Month

Jess brought several awareness posters. For CCC members who took a copy of the poster, she would like to have them back if possible. They can be reused. Hope House contact number is (800) 584-6790 or (608) 356-7500 for more information.

10% Night with Culvers

Luke talked to Chuck, the manager, at Culvers and determined that Tuesday and Thursday nights are best. Meg asked if brochures could be handed out during the event. A discussion began about possible local celebrity table helpers such as Jay. No date has been picked but a committee sign up sheet was passed around and five CCC members have signed up to continue this work.

Culvers Fundraiser Committee

CCC Member:	TEL:	E-MAIL
Luke Malkowski		
Jeff Melby		
Anne Thompson	(608) 770-3959 (Cell)	
Nancy Schaper		
Heather Stenberg	(608) 742-9741	Heather.stenberg@Co.Columbia.wi.us

Other sources for publicity: radio ads (PSA's and Local calendars), page 2 of paper, daily calendars, church bulletins. Anne suggested having competition in grades for who has the most turn out. Luke thought possible information given to people prior to the day saying "come back on" to make them aware of the activity. **Portage, Columbus and the Dells will happen on the same night.**

TEEN COURT

Both the Juvenile Justice Committee and the DA plan to go to the County Board to ask for additional funding so that Teen Court can be funded beyond September, 2011. Jeff thought this to be another good way to make people be aware of CCC and one of its projects, Teen Court.

COMMUNITY SERVICE: Columbia County Humane Society Clean Up

Anne reported that Humane Society clean-up worked out great. She feels this is a very good collaboration and it is of great help to the Humane Society because it happens before their open house. Anne thought the place looked nice.

PARENTS WHO HOST Signs

Paula had yard signs for distribution. She requested people who took a sign to fill out a card so that it could be picked up. Paula emphasized that CCC does not want these signs to sit out all winter.

JUVENILE UNDERAGE DRINKING CLASS for the Portage youth going to Germany

Curt is doing a JUDO class for a group of youth traveling to Germany. Bob Harm felt this was a good preparation. Karen Torgerson said Dells H.S. has a group going to France that maybe they could / should have such a class.

UPDATE ON 2010 WISCONSIN TOBACCO PREVENTION & CONTROL CONFERENCE

Lyle Burmeister and Jeff attended the 2010 Wisconsin Tobacco Prevention & Control Conference at Monona Terrace April 7-8. More information should be coming in the near future about Wisconsin becoming another smoke free state. Website: www.WIbetersmokefree.com. There will be a toll free 800 number to be published at a later date which can be used to report a complaint.

Lyle said the concern about the law being unenforceable won't happen. Twenty-five other states have done this and they have managed. There will be the initial grumbling but it will pass.

Jeff said "Go Smoke Free Now" campaign going on now. Next step would be to have local municipality adopt it so the fines would stay local.

Adjournment

No other business was brought up.

Nancy motioned to adjourn the meeting at 10:05 AM and Karen Torgerson seconded.