



Commission Meeting

Thursday, May 7, 2009
 11:00a.m. - 4:00p.m.
 Conference Room, Viscount Suites Hotel
 4855 East Broadway Blvd
 Tucson, AZ 85711

Start: 11:00 a.m.		Adjournment: 4:00 p.m.		Tape recorded: No	
				Chairperson: X	
				Carl Bedford	
Member:	Member: X	Member: X	Member: O	Member: X	Member: X
To be filled	Bill Burnett	W. Mark Clark	Rob Druckenbrod	Elizabeth Edwards	Mollie Hunter
Member: X	Member:	Member: O	Member: X	Member: O	Member: X
Koreen Johannessen	To be filled	Ken Karrels	Sue Krahe	Mauricio Lopez	Marisela Mariscal
Member: X	Member: O	Member: X	Member: X	Member: X	Member: X
Joan McNamara	Lupe Rodriguez	David Salafsky	Esther Sharif	Pastor Roy Tullgren	Tanya Valladares
Ex-Officio Members		Staff Present		Others Present	
Linda Arzoumanian	X	Amy Bass, Program Coord.	X	Hon. Ben Davis (PCJC)	
Jim Berry	O	Chuck Palm, Policy Analyst	O	Lt. Mike Prior (Tucson Police Department)	
Cathy Cermak	X	Allison Jacobs, Program Asst.	X	Ed Dunin-Wasowicz (DW/McGarrity)	
Marylou Natividad	O				
Kathleen Robinson	O				
Hon. Joan Wagener	O				

AGENDA ITEM	ACTION
Registration – Meet and Greet	C. Bedford: Meeting called to order. Quorum established. Introductions made by all present.
Review of Mission Statement	<p>What is the most important part of the Mission Statement?</p> <ul style="list-style-type: none"> • Focus on the partnership with the City and County government to move forward at the local level. <ul style="list-style-type: none"> ○ How do we increase partnerships with local government? <ul style="list-style-type: none"> ▪ Each Commissioner has an assigned political official at the City and County to educate and influence. • Improve on access to and delivery of addiction, prevention, and treatment. <ul style="list-style-type: none"> ○ How does the Commission want that to look? <ul style="list-style-type: none"> ▪ Substance Use Treatment Services Matrix <ul style="list-style-type: none"> • Probation Department has a list • Arizona Recovery Housing Association • Tucson Recovery ▪ Partial restoration of rights for felonies <ul style="list-style-type: none"> • Groundwork already laid • Possible collaboration • Done City and County Social Host. <ul style="list-style-type: none"> ○ How do we build upon what we have done already? • Utilize the “Call to Action” to educate, influence, and develop relationships. • Put together a solid presentation. <ul style="list-style-type: none"> ○ Need to develop a collective agreement. • Focus on prevention. <ul style="list-style-type: none"> ○ What we have done and what we can do? <ul style="list-style-type: none"> ▪ Communicating with the Public <ul style="list-style-type: none"> • Town Halls

	<ul style="list-style-type: none"> • Letter Writing • Trainings • White Papers • Facts Sheets ▪ Community Prevention Coalition (CPC) RED Campaign ▪ Task Force to Reduce Underage Drinking (TFRUD) <ul style="list-style-type: none"> • Candidate Breakfast • Social Host • Missing sectors at the Commission table <ul style="list-style-type: none"> ○ Community response. • Prevention, Addiction, and Treatment services for families and adults on probation • The core issues the Commission believes are a priority are not a priority for everyone else. <ul style="list-style-type: none"> ○ Awareness has not been made with government, schools, parents, and community. ○ Need to impact community leadership, which then should have a filter down effect. • Need to make connections between the issues. A causes B and B causes A.
Goals and Priorities	<ul style="list-style-type: none"> • Marketing Plan • Drug and alcohol education <ul style="list-style-type: none"> ○ Social Host education and responsibility. ○ Schools, churches and other religious communities. • Help line • Continuation of prevention efforts <ul style="list-style-type: none"> ○ Keg Registration • ** Excise Tax** <ul style="list-style-type: none"> ○ Long-Term ○ Possible funding source ○ Frame the Message • Finish “Many Faces” <ul style="list-style-type: none"> ○ move forward with the information
Marketing (Media and Website Development)	<p>How can the Commission manage to become more visible in the next two years?</p> <ul style="list-style-type: none"> • Marketing Plan <ul style="list-style-type: none"> ○ A subcommittee might be needed ○ How do we make the issues important? • Press Conferences (Social Host) • Increased Public Relations • A Message <ul style="list-style-type: none"> ○ Simple ○ Single voice <ul style="list-style-type: none"> ▪ A voice the community can buy into ○ Based on data and vision ○ Need to create a message that supports and facilitates all programs ○ Take message to certain audiences: youth, parents, government, schools, communities, and school leadership • Political Forums • Focus not just on the problems, but also on the solutions • Website is a tool, Not a message <ul style="list-style-type: none"> ○ Pima County Superintendent offered to host the Commission website
Collaboration	<p>CPC</p> <ul style="list-style-type: none"> ○ At the start of marketing the Tip Line and Social Host ○ Sustainability Plan <ul style="list-style-type: none"> ○ SPF SIG expires 6/30/10 <ul style="list-style-type: none"> ▪ One year to find sustainability ▪ CPC Steering Committee is working on sustainability ▪ Need a connection with the Commission ○ Sustaining is critical ○ Grassroots is wonderful, but staff is important ○ Need to work together to include the Commission, TFRUD, and CPC in grants ○ Bottom line is sustaining financially <ul style="list-style-type: none"> ▪ What is the Commission going to do?

	<p>TFRUD</p> <ul style="list-style-type: none"> • Update Call to Action <ul style="list-style-type: none"> ○ C. Palm is revising and updating 29 recommendations ○ C. Bedford update the executive summary ○ Finish in May ○ Google – “Alcohol Tax Arizona” – first item • Excise Tax <ul style="list-style-type: none"> ○ Identify other entities statewide ○ Pool resources ○ Setup listserv • RED Campaign in Pima County • Red Tag in Pima County • Legislative Breakfast <ul style="list-style-type: none"> ○ Good forum to connect the community with leadership ○ Let the leadership know what we are doing • Social Host Prom and Graduation Letters <ul style="list-style-type: none"> ○ 600 were sent out countywide to schools and their districts, hotels, motels, lodges, and limo companies <p>CPC and TFRUD</p> <ul style="list-style-type: none"> • Are doing phenomenal work • Give them direction and will carry out the work • Depending on the Commission to carry out the message
<p>Sustainability</p>	<ul style="list-style-type: none"> • The Commission needs money and partnerships • Focus is on 12 months • Where can the Commission get assistance? <ul style="list-style-type: none"> ○ TEP could donate printing ○ Meals donated from restaurants <ul style="list-style-type: none"> ▪ Our Family can do a meal • Challenge is the Commission has no legal standing because they are not 501c3 <ul style="list-style-type: none"> ○ Do we need to be a 501c3? <ul style="list-style-type: none"> ▪ Dependent vs. Independent ○ What are the Cons? <ul style="list-style-type: none"> ▪ Perceived as a competitor ▪ Way too many non-profits ○ Future agenda item <ul style="list-style-type: none"> ▪ Presentation by Elliot Glicksman • Private donations • TEP Grants • Corporate or Big Employer Sponsor • LLC
<p>Summary</p>	<ul style="list-style-type: none"> • Find better ways to communicate with government • Work on a message based on data and vision • Get the message to multiple audiences • Excise tax (long-term)
<p>New Projects (Next 12 months)</p>	<ul style="list-style-type: none"> • Commission to be the driving voice for not only the CPC and TFRUD, but all organizations • Regular reporting to City and County • Legislative Updates • Commissioners individually develop relationships with City and County officials • Stronger relationships statewide in terms of advocacy • Meeting with superintendents of schools to discuss Social Host • Social Host discussion with every middle and high school parent • Annual plan • Singular message • Provide training and education to parents and teachers <ul style="list-style-type: none"> ○ Teach the teacher ○ Salpointe High School as a model • Work on a clear message <ul style="list-style-type: none"> ○ What do we want to say when we talk to people? • A Commissioner who is a young person in recovery • Faith-based work

- Call more attention to YWAC
 - Link to schools
- Focused message
 - Supported with evidence and data
 - Appeal to community
- Taking a strong role in shifting the community norm to drug use as unacceptable
- How do we tell people there is help out there?
- Have a committee of people in recovery
- Support with a trickle down effect
- Develop a foundation that would sustain the organizations
- Closer relationships between those who wear a uniform to work and those who don't.
- Commission to partner with TPD and other law enforcement

Adjournment

C. Bedford: Meeting adjournment 4:00 p.m.