



7/27/2021 Exec. Board Meeting Agenda

Attendees: Kim Sherony, Al Thuet, Jen Schilpzand, Beth Deutsch, Steven Bruce, David Morris

I. Welcome, Check In & New Business

Heather Craig will be off while taking care of her daughter, Aubree. A link to her Mealtrain is <https://www.mealtrain.com/trains/264e07/updates/>. Please keep Heather and her family in your thoughts and prayers.

II. Approve meeting minutes from 5/18/2021 - Minutes approved at 1638

III. Updates

- Budget Review -
 - Fiscal year Oct-Oct and school year is July-June
 - \$88k expenditures YTD
 - \$30k carryover
 - \$154k Budget for year 2
- Iheart Radio ads
 - Digital and Radio ads. We have a proposal from I heart radio.
 - Potentially target ads during Homecoming. Discussed presenting the idea to the students to see their thoughts.
 - Suggestions made to discuss with marketing professionals in our coalitions
- Youth Coalition
 - Students would like to have their own student led coalition. 8 members at Wydown Middle School and 5 members from Clayton High School. Kim feels optimistic that additional students will join.
- Bylaws
 - Currently being reviewed by the school district's law firm. We should expect their comments in the next few weeks and hopefully can discuss them in the next executive meeting.

V. CADCA Mid-Year Takeaways/Discussion

Role of Executive Board: Executive board is entrusted to make overarching decisions that will help steer the Coalition to achieve its mission. Specifically, the board will have voting power when the occasion arises and will be regularly informed of budgeting updates. They will also play an integral part in developing a strategic and action plan and will help with sub-committee growth.

- Jen, Beth & Kim shared takeaways on how to engage healthcare sector (including mental health)
- What is one idea/activity you heard presented that you think the Coalition can take actionable steps to achieve?
- Suggestions discussed included:
 - Repeat successful activities from the past for the new cohort of students, such as the Angst film; repetition continues the reinforcement of the message
 - Assess community readiness and look for protective factors
 - Coordinate student and parent data, collect additional data from the local ERs and SROs and guidance counselors in the Clayton schools. A suggestion was made to look to WashU for their local research including the 2016 ‘for the sake of all’ study by Jason Purnell.
 - Provide training related to ACES (Adverse childhood experiences) for students and parents

IV. Workgroup/Committee Structure Review

- Reviewed current structure/purpose of work groups & committees.
 - Examples of workgroups are community outreach, data/organization and youth outreach. Examples of committees were the medical cannabis forum and Sticker Shock campaign.
- What needs to be adjusted for this upcoming school year/grant cycle?
 - Provide short-term opportunities
 - Promote opportunities for people that cannot attend meetings but want to participate
- What prevents people from wanting to be a part of a committee? What can we do to change that?
 - Time commitment and overwhelmed with current commitments
 - Not understanding what they are signing up for
 - Provide one-off opportunities for community members and parents to volunteer and contribute, such as stuffing envelopes or passing out grab n’go meals

Mission: To keep Clayton youth safe from the effects of substance misuse.

Vision: To be a community that prioritizes drug prevention as a vital part of developing healthy, thriving young people.

Our key objectives are •Prevent substance use among Clayton youth. •Reduce the prevalence of substance use disorders in Clayton. •Educate the Clayton community on key issues related to alcohol and drugs. •Advocate for policies and practices that prevent substance use among Clayton youth.

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