

PFS Meeting Minutes

Date: May 17nd 2017

Time: 315-3:45pm *

Facilitator: James Norton

Location: South Glens Falls Police

Next Meeting: South Glens Falls Police

Recorder: James Norton

Attendees: Donna Nichols-Moreau Community Center
James Norton-PFS- Prevention Council
William Kits- Saratoga County Sheriff's office

Patty Kilgore- Prevention Council, Victim Impact panel, SGF high
Judy Moffitt- RAIS, FORW+W, HTvsH, South Glens Falls High
Bret Bolesh – Turnabout, Berkshire Farms

Topic	Discussion	Decisions/Actions to be Taken
Previous Meeting	April 19 th – CANCELLED due to trip	
Debriefs		
Medication Take Back Day	Good turnout but we do not know the Pill count ye but around 42 attended locally. Spring events are usually smaller. Everyone wanted to see more on location advertising and Deputy Kits suggested replacing the Cardinal Signs with 'Saturday' instead of the dates.	Prevention Council staff noted tents at Saratoga Springs and will add that to Cardinal James will look into new banners or updating the cardinal banners.
May 10th Community Forum	Over 70 People attended but we did not see many local political leaders attend. The program ran well. The Pamflets went well but are not covered by OASAS and were covered by the Prevention Council. They are tabled until June. The Radio Ads were not approved and can not be re-allocated to the roaming take backs. They are tabled for June.	At the General coalition Meeting James will pass around a card for Marcie Frasier and present a award to send.

Heroin Summit	Judy, James and Patty Shared their classes.	The Conference is planned for the same spring break weekend next year and the Coalition will plan to send people again. In the budget.
Super Power Your Parenting		
The Movie theater ads	<p>The Graphic Designers submitted a second draft and was sent out to all PFS committee members and the coalition members would follow up</p> <p>(Updated: Some changes were made to the draft including removing a ccfw logo section to allow for more read time, updated phrasing)</p>	<p>Ad was tentatively approved</p> <p>(Updated 5/23- OASAS changed some phrasing) Approved</p> <p>(Updated 5/26/ Approved and running for 6/9-8/31)</p> <p>Updated 5/31- NMC rated the ad PG13+, ad time was extended through September to compensate and will be voted on</p>
Super Banners	James's Super Power Your Parenting banners were submitted for approval with 6 options. Changes recommended from last time were made but additional changes included updating phrasing for the Super Mom to become Start talking. The Banners locations at sporting event locations like Moreau Recreation and the schools.	5/6 Banners were approved
Radio Ads- Tabled		
Chalk Board Ad	Chalk Board Ad is still running	James will report out at the next meeting. (Updated- The Ad ended with 62,000 views and 62 clicks.
Mentoring	Mentoring point has changed. OASAS has specified a Colligate group and no additional funding (all funding from CCFW). Mentoring is optional.	Committee agreed to not mentor another group

Reduce the Meds Reduce the Risk		
Medication Storage program	The Drug Lock Box survey is still running	. U Albany will report out next meeting
Deterra Ads with Marketing Students	Tabled, the students wanted to run an ad with athletic themed with a local high school basketball player. It is a industry standard to not do that and many committee members did not feel comfortable putting that pressure on a Student.	Tabled or cancelled.
New Deterra Locations	All Coalition members are asked to look for new Deterra sites	(Updated 5/30- Glens Falls Hospital Has agreed to host a Deterra bag display.
New Monthly Take Back days	The Saratoga Sheriff's Department asked for our help to organize a monthly take back day. The PFS grant cannot help with take backs outside of the grant area but Cardinal Health Can.	Cardinal Health Grant funding tbd. (Updated 5/30- Cardinal health as set 1,200\$ to run a radio ad before each take back with Adirondack broadcasting)
Safe and Sober		
Radio Ad	Originally the radio ad funding was for the Community forum but we can now create an anti-DUI ad.	Tabled for June
LED sign	Space was donated by the Wilton Mall, the sign is up and running with 'Legal or Illegal, Impaired Driving is a, Crime'	Completed
DUI training	The Aride Course finished 5/17.	(Updated 5/19- Sgt. Dupras, Lenard, and Bortel are now setting up Checkpoints. Training is complete, signage is available, Radio ads scheduled for June.)

	<p>Budget: We have been told to use as much of the budget as we can, the role over may not occur.</p> <ol style="list-style-type: none"> 1. Double sided banners to be hung at the High School, Middle School, and Moreau Recreation. An amount up to 2,500. 2. Mckinnely Griffith media creation and re-imbursement for ad shell. An amount up to \$6,000 3. Movie theater Ad Placement in \$268 per week @ 22 Weeks for \$5890 4. Youth 2 Youth travel costs for Kara, Justin and 4 South Students to attend a skill building workshop. \$2,725. 5. South Glens Falls Chamber of Commerce Golf Sponsorship \$75 6. Moreau Community Center Golf Sponsorship \$75 7. Big Brothers Big Sisters Golf Sponsorship \$75 8. May and June Social Media Advertising for the Medication take backs and Super Parent Banners. \$200 	
Next Meeting:	Next Meeting- June 14th at 3:15 in the South Glens Falls Police Station	