

St. Helena Catalyst Coalition

Meeting Minutes

September 28, 2011

Present: Lisa Toller, Jennifer Stewart, Heather Baker, Jeannie Kerr, Celeste Fuller, Belinda Ruiz

I. New Member Introductions

- a. Belinda Ruiz is a new AmeriCorps Member for the Coalition
- b. Celeste Fuller is a new part-time AmeriCorps member for the Coalition

II. Marijuana Update

1. New updated booklets for parents with information on Marijuana are now available.
2. ACTION ITEM: Heather will distribute Marijuana booklets at her Diversion Program.
3. Business and Community
 - i. Businesses will be more aware of suspicious activity (ex. Teens smoking marijuana)
 - ii. Possibility of putting up more fake surveillance cameras and signs as a deterrent to smoke and/or do drugs
4. Parents want to know what can be done about the marijuana problem in St. Helena

III. Outreach

1. Possibly meet with the Multicultural Committee
2. Tie the Latino Coalition with ELAC in upvalley- this will motivate parents
3. ACTION ITEM: Jeannie will find out what the meeting dates are for ELAC and give them to Belinda and Celeste

IV. Red Ribbon Week Planning (Oct.23-30)

- a. Letters to the editor
 1. ACTION ITEM: Lisa is working with the Chamber of Commerce to write an article on Red Ribbon Week to publish in the St.Helena Star
 2. Lisa needs help writing letters to the editor of the St. Helena Star
 3. ACTION ITEM: Lisa will ask Don Fraser and Sara Cakebread to write letters to the St. Helena Star
 4. Chamber of Commerce will be sending an e-blast (the Chamber has approx. 11,000 people on their e-blast list) to encourage businesses to decorate store fronts with red ribbons
- b. Wearing and distributing red ribbons
 1. Lisa needs help distributing materials (red ribbons) to schools and businesses
 2. Boys and Girls Club offered to have kids distribute red ribbons.
 3. ACTION ITEM: Belinda & Celeste will work with Boys & Girls Clubs to have kids attach safety pins to the ribbons.
 4. ACTION ITEM: Lisa will work with Frank Sottile of St. Helena B&G Club to coordinate kids delivering ribbons
- c. Decorating
 1. Rotary volunteered to tie red ribbons on lampposts, Sat. before RRW
 2. In Napa, the girls from Mariposa will decorate bags for Wholefoods
 3. How will customers be encouraged to take some red ribbons?
 - i. Give businesses a vase with red ribbons so that they are visible to clients
 - ii. Possibly asking a florist shop to lend the vases
- d. Activities at RLS & SHHS
 1. Red Ribbon will be celebrated at RLS on Tues. Oct. 25, at 12:30pm
 2. Wrist bands will be thrown out from the Junior's float during homecoming parade on October 28th

3. Lisa met with pilot of the National Guard to discuss program
 - i. The NG will give students a tour of the helicopter and will talk about prevention
 - iii. Event will last about 2 1/2 hours to 3 hours, and will take place during PE
 - iv. Catalyst will be there to hand out materials
 - v. Media will be there for photo op
- e. Other events at RLS
 1. Lisa ordered 250 red tulips for RLS for the 7th and 8th graders to plant
 2. ACTION ITEM: Lisa will ask Parent Pledge be sent home with every 7th and 8th grader at RLS
 3. ACTION ITEM: Jeannie will find out who needs to give permission to send out the Parent Pledge form
 4. Sarah Carpenter will work with Alice Rhea to show the *Natural High* video at SHHS during Study Skills classes
- f. Notifying the city of the National Guard helicopter
 1. ACTION ITEM: Lisa will create a flyer warning about the helicopter
 2. ACTION ITEM: Heather will contact law enforcement about the helicopter
 3. ACTION ITEM: Heather will write about the helicopter by posting a note in the community bulletin board
 4. ACTION ITEM: Heather will look into getting volunteers to hand out fliers in the neighborhood.
 5. ACTION ITEM: Heather will call her contact in the Fire Dept.
- IV. Catalyst Coalition Member Survey/Volunteer forms
 1. Filled out once a year
 - i. information is used to determine what needs to be improved, what is needed, etc.
- V. New Business
 1. 30 kids graduated from Heather's Diversion Program
 - i. program has a 97% success rate, i.e. the students don't commit another violation while on diversion.
- VI. Next meeting
 1. Next meeting will be Oct. 26, 5:30-6:30pm
 2. The November meeting will take place in Napa. The County-wide meeting will be St. Helena's meeting (Nov. 9, 4:30pm-6:00 pm, at NVUSD Board Room). This is a great opportunity to meet other Catalyst Coalition volunteers from around the county.